PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio & Television

TELECASTI

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MAR 26 1948
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We gratefully acknowledge the

ALFRED I. du PONT RADIO AWARD

• 1948 •

"for outstanding and meritorious

SERVICE

in encouraging, fostering, promoting and developing
American ideals of freedom,
and for loyal and devoted

SERVICE

to the nation and to the community"

14 million Midwestern listeners served by

A Clear Channel Station

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**

(Top) Carson with Marion Hutton, singing comedienne and co-star. (Center) Jack Carson. (Right) Carson and Miss Hutton, with Dave Willock, who plays nephew Tugwell on the show.

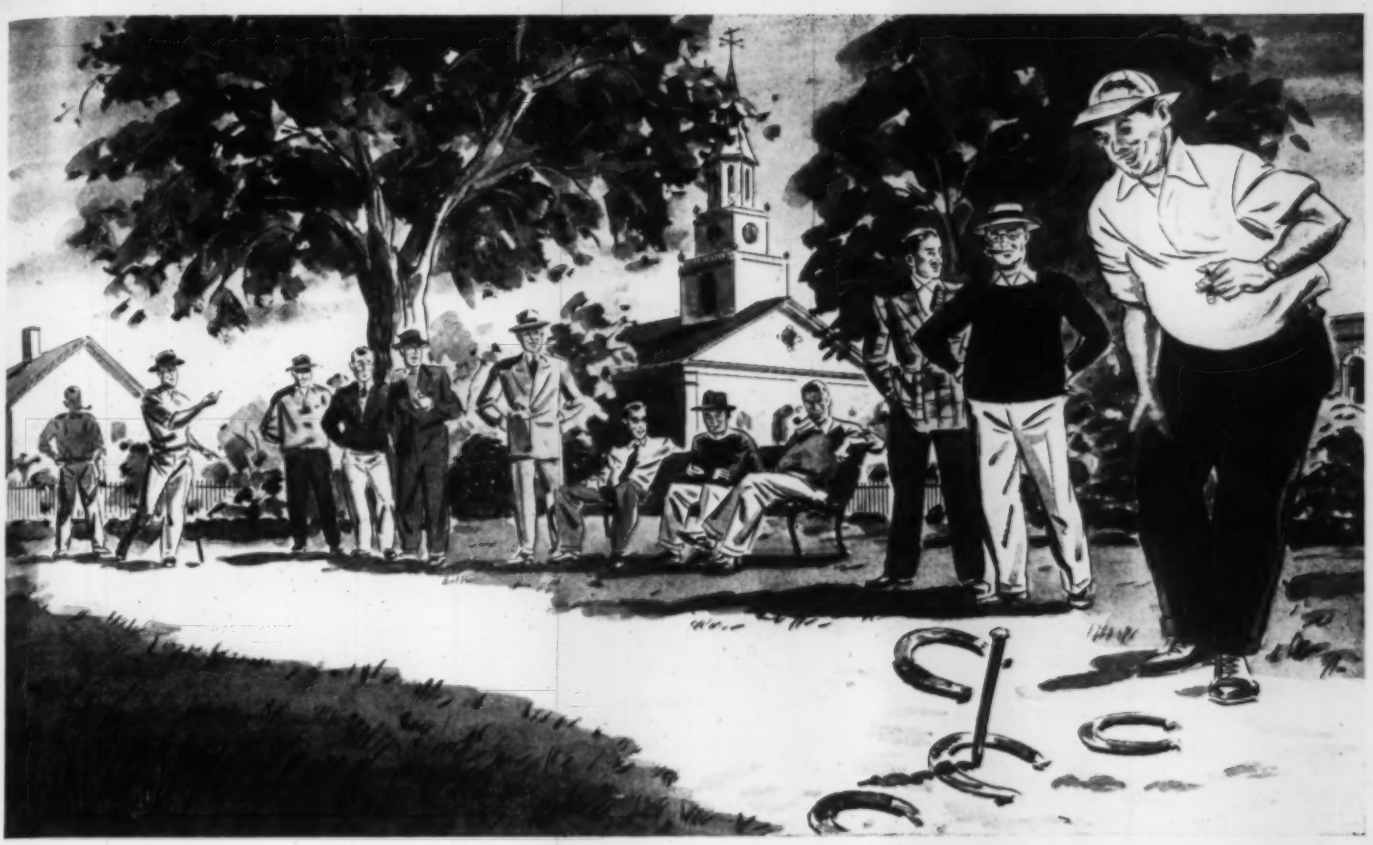
"Cowboy" Carson Carries Corn to Iowa – Via WMT

Iowa needs corn like Newcastle needs coal—but Carson sells his stuff anyway. A tribute to his showmanship—and WMT's programming—is the consistently high listener-rating the Jack Carson show commands.

WMT provides exclusive CBS programming to Eastern Iowa on Iowa's best frequency—600 kc. With high-calibre network shows, a News Center that utilizes AP, UP, INS, local correspondents throughout the state, and special events programs of terrific regional interest, WMT *covers* this balanced farm-and-industrial market. Ask the Katz man to show you how WMT *sells* in WMTland.

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network



As *Local* as Home-town *Horseshoe Pitching*

You can be one of the local crowd, be admitted to the fraternity, if you are a frequent visitor in town, making your approach through the friendly introduction of a local representative.

Choose a Yankee home-town station as your intermediary in any New England community. It has acceptance with local merchants, who use it regularly. It has a loyal audience for its Yankee and Mutual programs. It reaches more homes daily than any outside station.

Take advantage of this Yankee acceptance to overcome halfhearted dealer attitudes. There is no better way to warm dealer enthusiasm and stimulate aggressive selling than by using the dealer's own home-town station.

Let Yankee's 24 home-town stations spotlight your merchandise all over New England. You can do a more thorough selling job in this six-state area with Yankee, because you can get complete coverage with local impact everywhere.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING at deadline

Closed Circuit

IT'S EVEN bet that FCC will conclude that network representation of affiliated stations is problem outside its present jurisdiction and that hearings already held have had salutary effect of clarifying network intent not to go hogwild on horizontal affiliate representation. But FCC probably will caution networks it's keeping its eye on developments and will have no compunction about moving in if circumstances warrant.

IN IMPENDING realignment of NAB, President Justin Miller himself is expected to take over actively top-level Congressional liaison which might entail registration under Lobbying Act. But heavy work would be done by an aide who would be retained for Congressional liaison (lobbying) assignment.

FCC CHAIRMAN Wayne Coy is firmly scotching reports that circulated last week to effect that President Truman will name him chairman of National Security Resources Board in view of Senate's failure to approve Mon C. Wallgren. He's never been approached, directly or indirectly, by President Truman or anybody else, says FCC chief. And he's still planning to attend international conferences in Paris if State Dept. and President give customary approval (see story page 26).

NBC STAFF appointments in immediate future will be to bolster its production and script operations. First of new appointments will be Fred Shawn, program director of WMAL—AM FM TV Washington, who rejoins NBC after year's absence to become assistant to Norman Blackburn, TV program director.

PHILIP MERRYMAN, radio-TV consultant and NBC's former TV development expert, is believed slated for appointment to NAB TV directorship. This is one of anchor spots in functional realignment authorized by board in New Orleans last month.

PUBLISHERS INFORMATION BUREAU, which has long compiled and published details of advertising expenditures for time on national radio networks, preparing to launch similar service for network television advertisers, with first report covering opening three months of 1949 to be ready about end of April.

CONSENSUS of manufacturers who have intensified high-frequency TV experimenting is that industry is at least two years away from development of reliable ultra-high transmitting equipment. This view includes some who few months ago had been predicting problem could be licked in year or so.

DESPITE recurring reports, first mentioned in these columns [CLOSED CIRCUIT, March 7], retirement of Edgar Kobak as MBS president is not definitely set, though it's expected to happen prior to year's end. Resignation may be

(Continued on page 86)

Upcoming

March 23: NAB District 1 and Radio Executives Club of Boston, Hotel Somerset, Boston.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, W. Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
(Other upcomings on page 36)

Bulletins

AFM network TV agreement expected in fortnight, it was learned Friday as James C. Petrillo, union president, entered discussions. Main issue is single engagement rate [CLOSED CIRCUIT, March 14] for which AFM wants increase. Ernest de la Ossa, NBC, is industry spokesman. Past negotiations have been with Clair Meeder, assistant to AFM president and his TV adviser.

AFFILIATION of WTVJ (TV) Miami with CBS television network and WANE Ft. Wayne, Ind., with CBS radio network announced Friday. WTVJ, owned by Southern Radio & Television Equipment Co., becomes 32d CBS-TV affiliate effective today. Robert Vinn is station manager. WANE, owned by Radio Ft. Wayne Inc., with Glenn Thayer general manager, becomes 180th CBS AM affiliate April 1. WANE has 250 w on 1450 kc.

RCA REALIGNS RADIO AND TV MERCHANDISING ACTIVITIES

MERCHANDISING activities of RCA Engineering Products Dept.'s Broadcast Section have been divided into two groupings, Transmitter Equipment and Studio Equipment, T. A. Smith, general sales manager, announced Friday. Reorganization follows lines along which major networks have set up their engineering staffs.

A. R. Hopkins continues as Broadcast Section product manager; Dana Pratt, former merchandise manager of Broadcast Transmitters, becomes Transmitter Equipment merchandise manager; Merrill A. Trainer, former Television merchandise manager, becomes merchandise manager of Studio Equipment. Continuing in respective posts are C. M. Lewis, Field Sales Group sales manager, and E. T. Griffith, Commercial Services Group supervisor.

JOINS GORDON & MOTTERN

GORDON & Mottern, New York, announces withdrawal of Edward Mottern from firm and appointment of Charles H. Furey as radio-TV director and talent buyer. Firm will retain present title. Mr. Furey, formerly with Peck Adv., New York, was associated with Mr. Mottern and Roy Gordon at Roy S. Durstine Inc., New York, 1941-1945. G & M to continue sponsoring Jacque Fray's classical disc m.c. program (WQXR New York, Mon., 7:30-8 p.m.).

Business Briefly

KGKC APPOINTS ● KGKC Miami, Okla., has appointed Adam J. Young Jr., New York, as national representative.

GRIESEDIECK SPONSORS ● Griesedieck Western Brewery Co., St. Louis, (Hyde Park beer) will sponsor 25 spots weekly on KXOK-FM St. Louis for 26 weeks starting April 4. Frank E. Pellegrin, national sales manager for Transit Radio, announced Friday. Agency, McCann-Erickson, Chicago.

FRED ALLEN SIGNS WITH NBC EXCLUSIVELY

FRED ALLEN signed NBC contract Friday giving network radio and TV services exclusively. Network claimed major victory in current program battle with CBS, which reportedly offered comedian $250,000 annually. NBC contract is for undivulged salary with Mr. Allen having wide latitude in his future plans.

Mr. Allen resumes program next year after autumn vacation. Sponsorship not decided. NBC President Niles Trammell expressed pleasure Mr. Allen agreed "so thoroughly with basic concepts of our program policy, which will further strengthen the sound broadcasting industry, and provide at the same time for the orderly logical development of television."

CLEAR CHANNEL MEETING

A MEETING of the Clear Channel Broadcasting Service on April 11 in Chicago, to be held in conjunction with the NAB Convention, was called last week by Edwin W. Craig, chairman of WSM Nashville and chairman of CCBS. Discussion will center around the current status of clear channel allocations, now actively under consideration by the FCC.

AT&T PLANS RADIO RELAY FOR MIDWEST TV SERVICE

APPLICATIONS for 20 microwave radio relay links between Pittsburgh and Chicago were filed with FCC last week by American Telephone and Telegraph Co. to complete its New York-Chicago television relay system. Two TV channels will be provided in each direction.

The system, which also will provide facilities for telephone and other services, is slated for completion by mid-1950. Cost of the installation is estimated at about $12,000,000.

AT&T already has received approval from the Commission for the New York to Pittsburgh facilities and these are under construction. The radio TV relay system will tie into the New York-Washington coaxial cable link, the New York-Boston relay and the various other extensions planned or underway.

The new applications request permits for a period of two years in lieu of the eight months presently issued under Commission policy. Western Electric equipment is to be used. The relays will operate on frequencies in the 3800 mc area.

tailored for SALES

Any way you measure it, the WBZ program schedule fits New England sales plans to a T. WBZ program-tailors *know* New England listening habits, shape their shows accordingly!

Example: Yankee listeners like their news-comment pungent, salty, homespun. WBZ program-builders persuaded a master of this medium to air his editorial page. The new program.. *John Gould, Editor*.. is heard, and heard widely, each Monday night at 7:30.

Editor of the Lisbon (Me.) *Enterprise* and author of "The Farmer Takes a Wife," Mr. Gould wins an ever-growing New England audience with his shrewd reporting of local and world news. For shrewd advertisers, WBZ programs like this can win a host of friends.. active friends, with money in their pockets. For availabilities call Herb Masse at WBZ, or Free & Peters.

WBZ

BOSTON'S 50,000 WATT NBC AFFILIATE

(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WHERE'S FLIPPER?

• Jimmy Morgan's dog was gone when he came home from school. Jimmy whistled . . . called . . . finally shouted. Flipper didn't answer. Jimmy's mother helped him look—upstairs, downstairs, all through the house. That night Jimmy and his father drove all over searching, inquiring, hoping.

Jimmy had to choke back the tears when he said his goodnight prayers.

Next day Jimmy's dad appealed to WFBM. Would we consider giving a brief description of Flipper over the air? We would and did at five o'clock that afternoon. At 5:07 a lady called. Jimmy's dog was found!

Jimmy thinks radio is a great thing. So do we!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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SPECIAL PUBLICATIONS
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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office
Copyright 1949 by Broadcasting Publications, Inc.
Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOP'S

IN THE TOP KANSAS MARKET

Weigh these Yardsticks

TOP POWER

5,000 WATTS DAYTIME

5,000 WATTS NIGHTTIME

The most powerful full time station in Kansas.

TOP HOOPERATING

KFH has the TOP rating on listening audience.

TOP NETWORK—CBS

The only full time CBS station in Kansas. For 20 years KFH has broadcast CBS programs a large portion of every broadcast day.

KFH is TOPS in history too! Established in 1922, the first radio station in Kansas, KFH has consistently increased its power, its program quality and its audience to maintain leadership in its area through the years. KFH is backed by the Wichita Eagle, a leading Kansas newspaper, established in 1872.

• 5000 WATTS — **ALL** THE TIME . . .

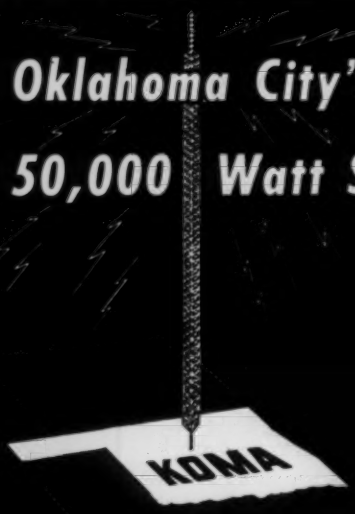
KFH CBS

WICHITA, KANSAS

the voice of the Wichita Eagle

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Oklahoma City's
Only 50,000 Watt Station



A SPECTACULAR INCREASE
IN PER CAPITA INCOME

. . . in the Southwest—that's the reason given by a major automobile manufacturer for looking to the Southwest as a potent new market in 1949.

And it continues, for in Oklahoma City in February, one payroll alone was raised from $24 millions annually to $26 millions.

If you want sales from this increasingly important market, sell through KOMA . . . for KOMA alone, with its 50,000 watt primary coverage, offers you 60% of all the rich Oklahoma market.

For complete details, write to us at KOMA or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

Agencies

JOHN MALONE Jr., associated since April 1947 with Roy S. Durstine Inc., New York, elected a vice president of firm. With Mr. Durstine, Mr. Malone heads work on Seagram's V. O., Canadian Whiskey and Ancient Bottle Gin Accounts. Previously, he was with Geyer, Newell & Ganger, for almost three years, and J. Walter Thompson for 14 years.

S. A. TANNENBAUM elected executive vice president-secretary and member of board of Weightman Inc., advertising, Philadelphia. Mr. Tannenbaum was formerly with the copy department of N. W. Ayer & Son.

SMITH, SMALLEY & TESTER, New York, announces election of following officers at agency's annual meeting of stockholders and directors: **JEFFERSON TESTER**, president; **ROBERT SMALLEY**, executive vice president; **CHARLES B. WEST**, treasurer, and **DOROTHY REINERS**, secretary.

CARL R. GIEGERICH, former vice president of Cecil & Presbrey, joins Newell-Emmett Co., New York, as an executive on E. R. Squibb account. Mr. Giegerich was with Newell-Emmett before the war as a service executive.

Mr. Giegerich

HARVEY H. SMITH elected president of Anderson, Davis & Platte, New York. Mr. Smith succeeds **T. HART ANDERSON Jr.**, who was elected chairman of board. Others elected were: **LEWIS G. VAN AKIN**, vice president-secretary; **HAROLD H. THURLBY**, vice president-treasurer, and **KARL KNIPE**, vice president, was elected a director.

BEN M. HALL, secretary of Gottschaldt, Morris & Slack, Miami, appointed director of radio and television for agency.

TED PITTINGER, Young & Rubicam, Hollywood, copywriter, and **GERRY CARSON**, assistant to **NED TOLLINGER**, Hollywood representative of MBS, have announced wedding plans for April 30.

BODINE & MEISSNER, Beverly Hills, Calif., changes name to Edaward A. Bodine & Co., with resignation of **D. H. MEISSNER** from firm. Mr. Meissner left to join sales engineering department of U. S. Rubber Co., Los Angeles, with whom he was previously associated. Other changes within agency include appointment of **JOSEPH K. CHARBONEAU** as vice president in charge of food merchandising.

RAYMOND L. BERGMAN, formerly KSL Salt Lake City promotion manager, joins Francom Adv., that city, as radio director.

ROBERT S. KAMPMANN Jr. appointed to contact department of Gray & Rogers Adv., Philadelphia.

GEORGE P. MacGREGOR, formerly with Dancer-Fitzgerald-Sample and Compton Adv., both New York, joins Kenyon & Eckhardt, also New York, as account executive.

ALICE WISECARVER appointed copy group head at Henri, Hurst & McDonald, Chicago. She formerly was with Dancer-Fitzgerald-Sample, Chicago, and Compton Adv., New York.

RALPH WHITMORE, formerly account executive with Smith, Bull & McCreery, Los Angeles, joins L. W. Ramsey Adv., that city, in same capacity.

A. ALAN OLSHINE, former advertising representative for radio and television publications, joins Advertising by Modern Age Inc., New York, as account executve.

R. V. DOWNEY, formerly account executive with Foote, Cone & Belding, is head of San Francisco offices of new West Coast merchandising consultants agency, The Downey Co. Offices are at 2420 Leavenworth St.

MALCOM DEWEES, formerly with BBDO, San Francisco, opened his own agency March 14 with offices at 334 Sutter St.

VIVIENNE BARNES resigns as production manager of Roy S. Durstine Inc., San Francisco, to launch her own advertising agency April 4. No firm name has been selected yet but offices will be at 564 Market St.

HENRY PETERSON, formerly vice president and copy chief of Henry Cabot Agency, Boston, joins Harrington, Whitney & Hurst, San Francisco. **CHARLOTTE STROUD**, formerly with WQXR New York, joins agency's media department.

BARBARA BAKER, formerly with Conde-Nast Publications, New York, joins Young & Rubicam, San Francisco, as traffic manager.

"WRAP 'EM BOTH UP, SISTER!"

Whether we're shoppin' for ourselves, our farms *or* our wives, us Red River Valley farmers in North Dakota ain't a bit stingy! *We don't have to be!*

Our average Effective Buying Income per family (Sales Management, 1948) is *$5599—29.9% higher than the $4309 average for the U.S.A. as a whole!*

WDAY's amazing popularity in these parts is even *more impressive* than our listeners' income. The latest Conlan Study shows that for the *entire survey* (morning, afternoon and evening), WDAY has more than *3½ times as many listeners as the next station!*

Ask us or Free & Peters for *all* the facts!

WDAY

FARGO, N. D.

FREE & PETERS, INC., Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

Your advertising *should* blanket the area.

Does your advertising blanket your distribution areas? *It should.* Are your salesmen, your distributors, your dealers getting the advertising support they deserve? *They should.* One advertising medium can't be over-

Total circulation in area—275,244 (Audit Bureau of Circulations)

Total circulation in area—548,927 (Source available on request)

NBC

...but does it?

...looked if these are your advertising objectives. That medium is SPOT RADIO. . . . For example, here are three maps displaying the intensity of coverage of the three principal advertising media in the Cleveland area.

Total audience in area (daytime)—902,470 (Broadcast Measurement Bureau)

WTAM is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a set of seven attractive 4-page folders showing similar analyses of the markets listed below, call your nearest NBC Spot Representative, or address a card or letter to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, New York.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • SAN FRANCISCO • DENVER

The Patroon* of the week

EVELYN VANDERPLOEG

Time Buyer,
SCHWIMMER & SCOTT, INC.
Chicago

Director of all time buying at Schwimmer & Scott, Miss Vanderploeg is kept very busy handling about a dozen really large radio accounts, but in her spare time plays golf well enough to beat most men. She was welcomed to membership in the Patroons today by the William G. Rambeau rep who also presented her with the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Outstanding regional advertisers know that WPTR is the best buy. Whether it's a super market chain, a bread baker, a coal dealer, an insurance company or a car dealer—the leaders use WPTR.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

ROMAN MEAL Co., Tacoma, Wash. (cereals), March 29 starts half-hour weekly audience-participation show *Pass the Buck* on 25 CBS western stations, Tuesdays (7:30-8:00 p.m. PST). Contract for 52 weeks. Agency: Milne-Heffernan Inc., Seattle.

GROVE LABORATORIES Inc., New York, through Harry B. Cohen Adv., also New York, purchasing time on approximately 70 southern stations for its Grove's Tasteless Chill Tonic.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle advertising for Krank's Shave Kreem and Mar-O-Oil Shampoo. Radio will be used.

LYON VAN & STORAGE Co., Los Angeles, March 14 started three weekly transcribed spots on *Art Baker Notebook* on KGB San Diego; and April 1 on KFRE Fresno, Calif. Firm recently started same schedule on four other western stations—KECA Los Angeles, KHQ Spokane, KJR Seattle, KOIN Portland, Ore. All contracts for 13 weeks. Agency: Smalley, Levitt & Smith, Los Angeles.

LOS ANGELES *Times* appoints Smalley, Levitt & Smith, Los Angeles to handle all advertising. Budget appropriated in excess of $100,000. Radio and television will be used.

SHELLEY PRODUCTS, New York (record and picture wheel), is using television spots for the first time to introduce its new product. Test campaign started on WABD (TV) New York. If successful more video stations will be added. Agency: Dorland Inc., New York.

GIRARD PACKING Co., Philadelphia, appoints J. M. Korn & Co., Philadelphia, to handle advertising.

DELTA Mfg. Div., Rockwell Mfg. Co., Milwaukee, sponsoring *That's O'Toole*, domestic comedy series, on six ABC-TV stations. Initial contract for 13 weeks. Agency: Hoffman & York Inc., Milwaukee.

GENERAL CHEMICAL Div., Allied Chemical & Dye Corp., appoints Newell-Emmett Co. to handle advertising for its Airex line of Aerosol products. Radio will be used.

A & F PEARS Ltd., Middlesex, England, through Schieffelin & Co., New York, distributor, re-introducing its Pears Soap on WOR New York's *Barbara Welles Program* (Fridays, 4-4:30 p.m.). WOR is only advertising medium being used. Agency: Cowan & Degler, New York.

MISS SALYOR'S Chocolates Inc., Alameda, Calif., launches 3-month spot radio campaign to re-introduce the firm's chocolate mint bars, off the market since before the war. Campaign is handled by Albert Frank-Guenther Law, San Francisco.

SUNNYBANK Margarine, through McCann-Erickson, San Francisco, launched two-week special promotion campaign on Los Angeles TV stations carried simultaneously with a spot radio campaign throughout California.

SAFEWAY STORES launched its first Pacific Coast TV campaign with a series of spots on five Los Angeles TV stations: KNBH KTLA KTSL KFI-TV and KECA-TV. The campaign, scheduled for an initial eight-week run, is handled by J. Walter Thompson Co., San Francisco. The agency also initiated a new radio spot campaign for **KRAFT CHEESE Co.** on March 14. Campaign will run for 13 weeks and will use radio stations in Los Angeles, San Francisco, Portland and Seattle.

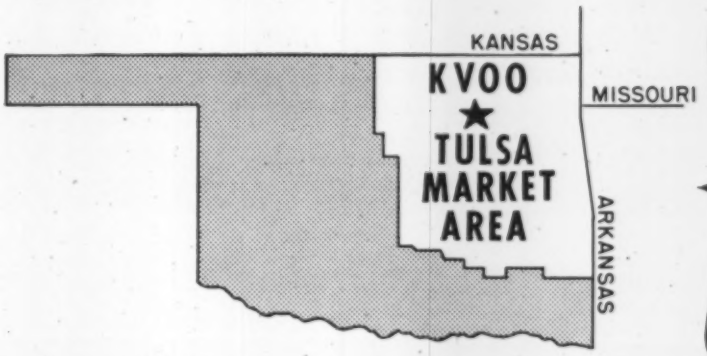
NALLEY'S Inc., Tacoma, Wash., appoints The Condon Co., Tacoma, to handle special-six-month promotion of its mayonnaise. Starting April 1, 16-20 spots weekly will be used on four stations in Seattle-Tacoma area, KVI KJR KMO KING.

SUPERIOR MACARONI Co., S. M. FOOD PRODUCTS Co., and CARDEE Co., all Los Angeles, sponsors of new *Jack Bedell, Esquire* telecast on KTTV (TV) Los Angeles that started March 15. All sponsorships arranged through Scholtz Advertising Service, Los Angeles.

BUDGET Finance Plan, Los Angeles, March 20 started sponsorship of **JAMES ROOSEVELT**, son of the late President, in quarter-hour weekly news analysis broadcasts on three ABC California stations, KECA Los Angeles, KGO San Francisco, KPMC Bakersfield. Program may soon be expanded to all ABC Pacific Coast stations. Contract is for 26 weeks. Agency: Irwin-McHugh Adv., Los Angeles.

(Continued on page 76)

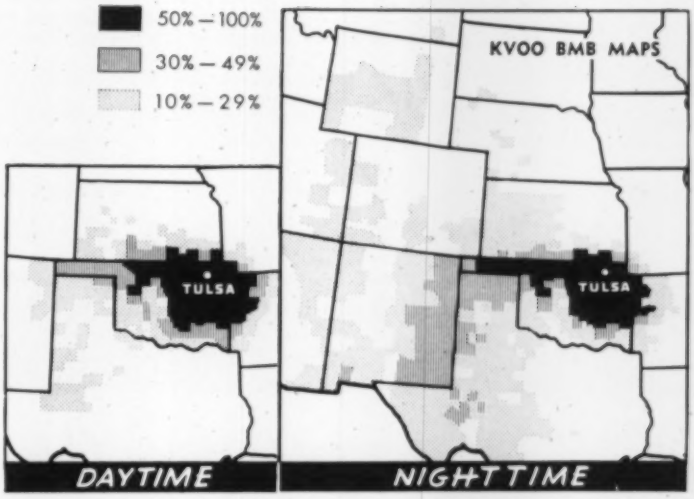
THERE'S ONLY 1 No. 1 MARKET IN OKLAHOMA



34.8% of Land Area Has:
45.1% of State's Retail Sales
48.2% of Retail Food Sales
45.5% of Retail Drug Sales
46.7% of Oklahoma's Effective Buying Power

Above figures taken from Sales Management Survey of Buying Power

And KVOO ALONE BLANKETS THIS RICH MARKET



Yes, KVOO, alone, blankets Oklahoma's richest (No. 1) market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 50-100% BMB daytime area

KVOO is a must on any schedule which is planned to sell Oklahoma's richest market *plus* the bonus counties of that market!

See your nearest Edward Petry & Company office for availabilities.

Hooper reports the overall rating in Tulsa as 38.3 for KVOO; 23.0 for Station "B"; and 22.1 for Station "C"

RADIO STATION KVOO

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Advertisement

TRANSIT RADIO...A NEW IDEA...

Reach Customers at Lowest Advertising

Perfect Sound Distribution Throughout Vehicle

Every Passenger Is Within A Few Feet Of A Speaker Overhead

Five to eight loudspeakers are mounted on the overhead panels to achieve perfect sound distribution. Reception is easy on the ears. The clarity and high fidelity of FM eliminates static and electrical interference and does justice to the high quality of Transit Radio programming. Receivers are permanently locked to the stations' frequency with pin-point precision so there can be no fading, wavering or other faulty tune-in. Effective reception of advertising messages is assured.

"Voice Emphasis" On Commercials

When the studio announcer reads a commercial the volume in the bus or streetcar is automatically raised about 8 decibels. This "Voice Emphasis" adds extra impact to the advertising message.

PLEASANT PROGRAMMING TO RELAX PASSENGERS

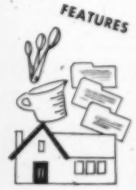
FM broadcasting to public transit vehicles is entirely separate and distinct from AM broadcasting. The problems are different, the programming approach is different.

Music is the keystone of Transit Radio programming—good music, melodic popular tunes by the nation's leading orchestras and vocalists.

News headline roundups lasting two to three minutes are broadcast every twenty to thirty minutes. Time signals, weather reports and sports scores add to the relaxing entertainment.

Special Feature Programs

Commercials, live or transcribed, are limited to 50 words or 25 seconds. "Minute Programs," combining entertainment with commercials are acceptable. Homemaker hints, oddities, sports facts and similar quickie transcribed programs come in this category. These programs can, of course, feature nationally known or local celebrities previously identified with the sponsor's advertising.



TRANSIT RADIO IS FM BROADCASTING TO PASSENGERS ON BUSES AND STREET CARS

Low-Cost Rate Structure Based on Passenger Counts

In the rapidly expanding list of cities, passengers on public transit vehicles now "listen-as-they-ride" to music, news, weather reports, time signals, sports scores and other special features . . . *and to advertising commercials*. The latter are available through the medium of Transit Radio as spot announcements, live or transcribed, or as commercials within sponsored *special feature* programs.

Counted, Guaranteed Audience

Transit Radio introduces several *new dimensions* giving it unique advantages as an advertising medium. The audience reached by the advertiser's message is a counted, guaranteed audience. No surveys are necessary—guesswork plays no part. The actual audit of *paid passenger fares* determines the rate paid by the advertiser.

A Selected Audience

Different age-groups, worker-types and income-classes ride the buses and street cars during the various time periods of the day. Since this *audience composition* is known, the advertiser can select his most receptive customers by selecting the hours when they are known to ride.

The Lowest-Cost Medium

Class "A" Time includes the rush hour periods in the morning and late afternoon. Rates in each of the Transit Radio cities are based on a formula of approximately 75c-per-thousand guaranteed passengers (at 260-time frequency). To determine the rates, passenger-count audits are averaged by half hour periods.

Class "B" and Class "C" Time include the daytime shopping hours and the later evening hours respectively. Similarly, passenger-counts are used as the basis for determining rates of $1.00 - or - less - per - thousand guaranteed passengers (at 260-time frequency).

An Audience In Transit

Riders are close to points of sale, actually within minutes of outlets where your advertising can be translated into sales.

CATCH THEIR EAR

Just Before They Get Off

At Drug Stores

At Department Stores

At Shopping Centers

WHO HAS ORGANIZED TRANSIT RADIO, INC.?

The Transit Radio idea and organization have been fathered by men and companies whose successes in radio and advertising are nationally recognized.

These founders and stockholders of Transit Radio, Inc. are substantial, multi-million dollar companies. A solid organization has been formed, one with which you can deal in complete confidence:

WKRC-WCTS—Cincinnati Times-Star	The Yankee Network
KXOK—St. Louis Star-Times	WJW—Cleveland, Ohio
KPRC—Houston Post	WMAR—Baltimore Sun
	WWDC—Washington, D. C.
	WGBF—Evansville, Ind.

A NEW VOICE...A NEW MEDIUM!

Cost Who "Listen-As-They-Ride"!

"We won't move a step until Gene Krupa finishes playing 'Drumboogie'."

Do Passengers Like Transit Radio? "Yes"! Is The Overwhelming Answer

Over 95% Approval by 31,943 Passengers Interviewed in 8 Transit Radio Cities

Public Transit Companies are understandingly sensitive to public opinion. They approached the awarding of franchises for transit radio broadcasting conservatively.

First, commercial operations on a test basis were conducted for a period of time to allow thorough study. Then independent research organizations were employed to get the approval and disapproval votes of the passengers.

Each of the surveys was conducted while advertising was being broadcast. The over 95% approval by riders is one of the most enthusiastic endorsements ever accorded a new medium.

Seasonal Products Can Be Tied in With Local Weather Conditions

The sales curves of many products and services are inseparably linked with temperature fluctuations and weather conditions. Advertising *timing* is all-important.

Some of these seasonal products include rainwear, anti-freeze, hot-weather beverages, electric fans, insecticides, frozen foods and other familiar examples.

Transit Radio stations will cooperate fully so that advertisers in this category can capitalize fully on the flexibility of this medium.

FM AUDIENCE AT HOME IS "BONUS"

Programs broadcast to Transit Radio vehicles via FM simultaneously reach homes in the area with FM receiving sets.

The size of this bonus audience varies from city to city, apparently in ratio to the aggressiveness with which FM sets have been promoted rather than to population.

This fact is reflected in the estimated number of FM sets in the following typical Transit Radio cities: St. Louis 50,000, Cincinnati 30,000, Washington 70,000, Houston 25,000, Baltimore 67,000, Worcester 7,500.

MR. & MRS. "EVERYBODY" AND FAMILY RIDE THE BUSES AND STREET CARS

80 to 82 Per Cent of the General Public Rides Public Transportation in Urban Centers, All Income Classes Represented

Transit Radio puts advertisers in contact with this *market in motion*. Often the passengers' first ports of call are retail outlets.

The Psychological Moment To Influence Customers

Advertisers are offered the distinct advantage of literally getting in the last word. A large percentage of transit riders are headed somewhere to buy somebody's products. You can now catch their ear just before they get off at department stores, fashion stores, drug stores, and jewelry stores—and *homeward bound* at neighborhood food, drug and shopping center stores.

Visualize the extra payoff in sales when the commercial urges "Get X Brand of hosiery" before a customer gets off at a department store—"Get Z Brand of meat" before a customer gets off at a corner food store.

Local Coverage Unequaled By Any Other Media

Transit Radio very nearly approximates *total coverage* in the growing list of cities where it is in operation.

In each city, ranging in size from large to small, the number of daily riders on the average weekday just about *equals or exceeds* the total population.

For example, in St. Louis with a population of 1,238,361, average daily rides on 1,290 Transit Radio vehicles totals 1,342,402. In Houston, population 558,979, riders on 600 TR vehicles total 419,059. In Huntington, population 100,486, riders on 80 TR vehicles total 75,906.

TRANSIT RADIO MARKETS

Franchises are in Negotiation in Practically Every Major City from Coast to Coast

The following cities are currently in operation: Cincinnati, Ohio; Covington, Ky.; Des Moines, Ia.; Houston, Tex.; Huntington, W. Va.; Kansas City, Mo.; St. Louis, Mo.; Tacoma, Wash.; Topeka, Kans.; Washington, D. C.; Wilkes-Barre, Pa.; Worcester, Mass.; Allentown, Pa.; Evansville, Ind.

Because of the rapid addition of new Transit Radio markets, please consult your nearest Transit Radio office: listed below.

Select Your Audience!

Pick the time and you pick the audience *you* want! Accurate data can be supplied on audience-composition at various times in every Transit Radio city.

6:00-7:30 A.M.—
Factory workers

7:30-9:00 A.M.—
White collar group

8:30-9:00 A.M.—
School groups

9:00-4:00 P.M.—
The Housewife-Shopper

4:00-6:30 P.M.—
Homebound shoppers, students, workers

6:30-11:00 P.M.—
Entertainment seekers

TRANSIT RADIO, INC.

NEW YORK:
250 Park Avenue—Mur. Hill 8-9254
William H. Ensign, *Manager*

CHICAGO:
35 East Wacker Dr.—Financial 6-4281
Frank E. Pellegrin, *National Sales Mgr.*

PHILADELPHIA:
Alden Park Manor—Victor 4-1021
Arnold Nygren, *Manager*

CINCINNATI:
Union Trust Building—Dunbar 7775
Richard C. Crisler, *Vice-President*

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Hats Off

EDITOR, BROADCASTING:

I have just been TELE-WISED. And in appreciation—a pot full of posies to the Chicago Television Council on its First National Television Conference. The writer, for one, found the three-day (March 7-9) session delectably flavored with the meaty matter so seldom dished up at radio and advertising association conclaves.

Most of the conference's discussion leaders disclaimed the title "television expert." And maybe it's this common bond of inexperience in the medium that induces TV's Babes in the Woods to so generously share their meagre but succulent morsels of information with their fellow explorers. If that be true, then based on the success of the CTC Conference let's found a Society For the Prevention of Television's Growing Up. Or, more appropriately, let's give the Chicago Television Council credit for a job well done and commission it official agency in charge of staging an annual National TV Conference along the same practical lines as this year's.

Howard M. Paul
Radio-TV Director
W. D. Lyon Co.
Cedar Rapids, Iowa

[EDITOR'S NOTE: Success of the First National Television Conference augurs well for the future of telecasting in the Midwest. Hats off to the energetic and aggressive Chicago Television Council.]

Public Interest

EDITOR, BROADCASTING:

The local radio station (KVNI) has long been heralding itself as operating in the public interest and service. A pledge of this sort is one thing, but putting it into action is quite another. The recent flash storms (February 9 & 10) which shattered all records for the already snow-bound Pacific Northwest gave this station a challenging opportunity, indeed, of operating in the public interest and service.

I believe the manner in which KVNI instantly responded to a pressing need is . . . an enviable example for the entire broadcast industry. When the flash storms made roads almost impassable over night, it became necessary on a moment's notice to inform a school population of over 2,100 pupils that classes had been cancelled and that, for the sake of safety, no one should attempt to negotiate the roads. A few brief announcements to this effect were made over the local radio station shortly after 7:15 in the morning on February 10. The result—less than 1% of the students appeared that day for classes.

Naturally the weather conditions described had their effect on many business operations throughout the area with the result that the station received calls from the fire department, the highway department, the telephone company, the sheriffs office, employment service, bus lines, taxi companies, the Boy Scouts, the Chamber of Commerce, the power company, fuel dealers, grocery stores, the public library and over 10 other schools in the area. Each call received a courteous, cooperative reply from the station and suitable announcements were aired in each case as a public service. Many of the difficulties incurred by the storm were circumvented as a direct result of this station's willingness to operate in the public interest and service.

G. O. Phippeny
Superintendent of Schools
Coeur D'Alene, Idaho

* * *

Near Miss

EDITOR, BROADCASTING:

You will no doubt recall the editorial you wrote in your October

(Continued on page 18)

School Dismissed?

THE OLD STORY about the kid who burned down the school so he wouldn't have to attend has showed up in Baltimore again—this time with a modern touch. With a heavy snow covering the city, morning record men Jim and Phil Crist were informing WFBR Baltimore listeners whether or not the various schools would be open. About half an hour after they were off the air an irate principal called to find out who had told them his school would be closed. It seems that "20 teachers have failed to show up, and, likewise, over 200 pupils!" The lad who came through with that "Baltimore Gag" must be congratulating himself on finding that by the twist of a telephone dial he can dismiss a school through the medium of radio.

Mellow Voiced ANNOUNCING
WITH A SALES THROB!

ALLAN AVERY'S

"TODAY'S TEMPOS"

Sunday's 12:05 p.m. to 12:30 p.m. CST segment

WHHM	Sta. B.	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.9	3.7	3.0	2.2	1.9	0.7

Source: Hooper's Continuing Measurement

* Ask any FORJOE & CO. representative

WHHM

Independent - - but not Aloof

Memphis, Tennessee

Patt McDonald, manager

* MEMBER ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

KXEL HAS CHANGED LISTENING HABITS IN IOWA

1540 . . .

BY ACTUAL MEASUREMENT*

NORTHEAST IOWA'S MOST POPULAR FREQUENCY

Take Howard County, Iowa for example. This rich and prospering community has its borders 95 miles from KXEL's transmitter, yet here in this rich market area KXEL holds up to 54.3% of the listeners. This is four times as many listeners as WHO and up to ten times as many listeners as WMT.

Shown below are the distribution of listening homes among radio stations in Howard County from 7:00 A.M. to 12:00 Noon.

*** Facts taken from Conlan's newest Comprehensive Study of Listening Habits.**

	7:00 to 8:00 AM	8:00 to 10:00 AM	10:00 to 12:00 AM	TOTAL MORNING
KXEL	38.5%	54.3%	50.0%	50.0%
WHO	30.8%	14.3%	17.5%	18.2%
WMT	7.7%	5.7%	5.0%	5.7%

The fact that KXEL holds the lion's share of listeners in this rich Northeast Iowa market area during these hours is only half the story, for Howard County is only part of the great KXEL Northeast Iowa market audience. The most important half is the undisputed fact that KXEL does give *more listeners per dollar.* Look at these amazing cost figures.

During the 7:00 to 8:00 AM period, KXEL holds 38.5% of the listeners and costs only $110.00 for this hour of time. WHO holds only 30.8% of the listeners—yet costs $230.00 for this same amount of time. WMT holds 7.7% of the listeners and costs $120.00 for this hour. (Cost figures taken from Standard Rate & Data.)

Here is the unvarnished truth. You are not getting your money's worth of listeners, if you are trying to cover Northeast Iowa, without KXEL.

Get the complete facts on Northeast Iowa's listening habits. Call your Avery-Knodel man or write direct to KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY

WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

WE DON'T DRIFT INTO SNOW (Ky.)!

No, Sir, our signal doesn't melt buyers in Snow (Ky.) . . . but it's so hot in the Louisville Trading Area that it welds at least a 50% BMB Audience to us, in practically every corner of this big and important area!

Sleet, rain or shine, our great 27-county market is *far more important* than any other section of the State—does almost as much *effective* business as all the rest of the State, combined!

With WAVE around, you don't have to be Snow-bound! Shall we help dig you out—*now*?

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Open Mike

(Continued from page 16)

1948 issue of BROADCASTING regarding my open letter to you on the subject of The Giveaway Craze.

There is an article in the March issue of *Cosmopolitan* which tells the story of the family of Milton Farber and *Stop the Music* . . . it is the anniversary story of one year after the Farbers won $20,000 on *Stop the Music*.

In reviewing her experience . . . Mrs. Farber writes: "If I had had heart trouble, I would have dropped dead right then."

My reason for writing to you again about this subject is . . . the fact that . . . another great giveaway of $35,000 took place on *Stop the Music* and some unfortunate guy missed out because he said . . . "Army and Navy and Navy and Army". . . when he should have said "Navy and Army and Army and Navy." In other words . . . the mere fact that he reversed the wording . . . cost him $35,000. I wonder what would have happened if he had had heart trouble?

David R. Milsten
Milsten, Milsten, Johnson & Morehead
Tulsa, Okla.

* * *

'Box' Helpful

EDITOR, BROADCASTING:

Lately your magazine has been printing new call assignments in the "Box Score."

I find this info very helpful as it comes to me much quicker than from other sources. I hope you will continue to render this "public service."

Guy C. Hutcheson
Arlington, Tex.

* * *

Dollar 'Fight'

EDITOR, BROADCASTING:

. . . In your Radiorama section you refer to WCCO's Fight for Dollars. While it was a fight to raise $175,000 for the March of Dimes, everyone connected with the activity enjoyed it thoroughly. So in the interests of accuracy let's call it Cedric Adams' Flight of Dollars. And thanks for using the photograph in your March 7 issue.

Tony Moe
WCCO Minneapolis

* * *

Good Coverage

EDITOR, BROADCASTING:

. . . Since first becoming acquainted with your magazine while overseas with AFN-Berlin . . . I have thoroughly enjoyed your excellent publication.

Personally, I have learned much about radio from BROADCASTING, especially concerning the overall commercial picture, the 'business' side of radio, and the problems of management. You also deserve another word of praise for your wonderful coverage of television.

My one regret is that more space is not devoted to the production, programming, and talent picture.

Aneta Dixon
7357 Wilson Drive
Hollywood, Calif.

Books on Radio

MODERN RADIO ADVERTISING. By Charles Hull Wolfe. 738 pp. New York: Funk & Wagnalls Co. $7.50.

A WEALTH of up to date information on all phases of radio advertising is contained in Charles Hull Wolfe's new book, *Modern Radio Advertising*. Whether the reader is a sponsor, advertising man or broadcaster he will find the book filled with information on how to get better results from radio. Network, spot and local techniques are covered.

Mr. Wolfe is director of the radio and television testing bureau of BBDO and is one of the few men in the industry distinguished for both creative and research activities. He has written commercials for such network shows as *Inner Sanctum, Jack Benny Show* and *Adventures of Sam Spade* and has created radio advertising for General Electric, United States Steel, Emerson Drug and others.

The book is broken down into sections, covering fundamentals of radio advertising, radio advertising techniques, network advertising, spot radio, commercial announcements, past, present and future of radio and the opportunities in radio. *Modern Radio Advertising* is a *Printer's Ink* Business Bookshelf Publication.

* * *

THE LAW OF FREE ENTERPRISE. By Lee Loevinger. 431 pp. New York: Funk & Wagnalls Co. $5.00.

LATEST in the *Modern Industry Magazine* series of books, this volume, written by a Minneapolis attorney, describes the legal framework and economic development of the American free enterprise system. The author is a partner in the firm of Larson, Loevinger & Lindquist, Minneapolis. He formerly worked under Thurman Arnold in the Anti-Trust Division of the Dept. of Justice.

"The law of free enterprise," says the author, "is at once both a definition of the meaning of our basic economic concepts and an outline of the standards which business must observe if enterprise is to remain free." In the opening chapter Mr. Loevinger examines the roots of free enterprise and discusses the legal framework of business, our economic origins, the principle of competition and our national policy.

Subsequent chapters deal with the scope of national law, forms of economic cooperation, restraint of trade, discrimination between customers, kinds of competition, merger and monopoly, teeth in the law (anti-trust, criminal prosecutions and penalties, government civil suits), balm for business injury and the future of free enterprise.

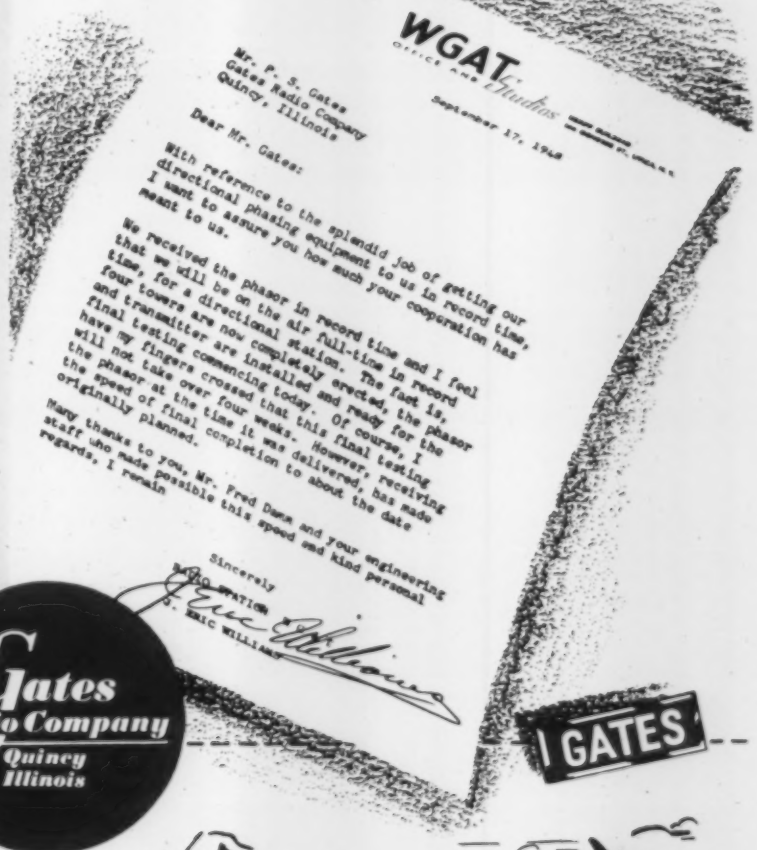
ONE PHASOR Coming Up

Fast delivery when it is needed, — better delivery than is asked on all orders, — that is what we aim for here at Gates, — and customers appreciate it. But appreciation is just the beginning of a very pleasant relationship with a Gates customer.

Through the years you find out that this same service is more than a "one time" proposition, — that the high quality you want is the high quality you get, — that the attention given your order, — whether it is for 10c or $10,000 is the same, — prompt, courteous and efficient.

Remember, — Gates is the major source of supply for hundreds of broadcast stations. They stay with Gates because they get a high quality product for the right price and also get the personalized attention that only Gates can give.

All your broadcast needs can be obtained at GATES.



WGAT

Office and Studios

September 17, 1948

Mr. P. S. Gates
Gates Radio Company
Quincy, Illinois

Dear Mr. Gates:

With reference to the splendid job of getting our directional phasing equipment to us in record time, I want to assure you how much your cooperation has meant to us.

We received the phasor in record time and I feel that we will be on the air full-time in record time, for a directional station. The fact is, four towers are now completely erected, the phasor and transmitter are installed and ready for the final testing commencing today. Of course, I have my fingers crossed that this final testing will not take over four weeks. However, receiving the phasor at the time it was delivered, has made the speed of final completion to about the date originally planned.

Many thanks to you, Mr. Fred Dunn and your engineering staff who made possible this speed and kind personal regards, I remain

Sincerely

Gates Radio Company
Quincy Illinois

GATES

Washington, D. C.	Gates Radio Company, 13th & E Streets N. W.	Tel. Met-0572
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company, 211 St. Sacrament Street.	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-0010
Export	Westinghouse, 40 Wall St., New York City.	Tel. WH-34321

IN '49 IT'S THE GATES LINE

This summer ic

er ride the crest of the wave!

TAKE 13 WEEKS WITH PAY . . . ON WCCO

Summer business is BIG business in the Northwest. And Summer listening is BIG listening. That's why 48 top-level local and national spot advertisers (30% more than the year before) stayed on WCCO all year 'round last year. *Without a Summer hiatus.* They found that sales ride high when you ride along with WCCO during the 13 Summer weeks.

. . . Because annual retail sales in WCCO's 6-state Northwest territory soar just about as high during June, July and August as in any other season of the year. More than $699,000,000!

. . . And because during these months in the Twin Cities, WCCO delivers an average daytime Hooper of 6.0—58% *better* than any competing station. (Throughout the 6-state area surveyed by the WCCO-CBS Listener Diary in May 1948, WCCO averages 200% more audience throughout the entire week than any other Twin Cities station.)

To make your sales go up with the temperature—and build up your strength for the Wintertime—hitch a tow with WCCO this Summer. Join the blue-ribbon list of sponsors who have found it pays to advertise on WCCO Fall, Winter, Spring—*and Summer.* Make your reservations now with us or your nearest Radio Sales office . . . for a wonderful 13 weeks with pay.

All source material available on request.

WCCO
Minneapolis-St. Paul
50,000 watts
Columbia Owned

Represented by
RADIO SALES

For Profitable Selling
INVESTIGATE
WDEL
Wilmington, Del.
WGAL
Lancaster, Penna.
WKBO
Harrisburg, Penna.
WORK
York, Penna.
WRAW
Reading, Penna.
WEST
Easton, Penna.
NBC AFFILIATES
Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles New York
San Francisco Chicago
STEINMAN STATIONS

Feature of the Week

INTEREST of Louisville citizens in their municipal government has been heightened by weekly sessions of the "gripe" court broadcast over WINN Louisville.

Accepting the suggestion of a newspaperman, Louisville's Mayor Charles P. Farnsley instituted the "gripe" court April 5, 1948. At sessions held at 8 p.m. the first Monday of each month and at 10 a.m. on all other Mondays Louisville residents can—and do—take their complaints straight to the mayor.

Mayor Farnsley, commenting on the success of the project and announcing his intention to continue it, said: "Folks need to get things off their chest but, more than that, they need to feel that they have a voice in the running of the city. And, if they beef at me, I can beef right back at 'em. That gets things done faster."

If a citizen complains about the inadequacy of sewers, or the need for stop lights at certain intersections, or the unfairness of a proposed occupational tax, the mayor goes into a huddle with the "gripe" court complainant and the head of the city department involved. What each has to say is put on the air by WINN.

George Partridge, WINN public service director, displays exhibit for benefit of Mayor Farnsley at one of the "gripe" court sessions.

* * *

The "gripe" court is held in Louisville's city hall aldermanic chambers, and the room is packed week after week, WINN reports. Civic improvement groups, parent-teacher associations and other organizations come to present petitions. Political science classes come to listen. And politicians come to learn!

On All Accounts

THE ARMY taught many a young man to play follow-the-leader, but it gave lanky James O. Luce, J. Walter Thompson radio timebuyer, an urge to do just the opposite. Jim was brought up in a family dedicated to the law. His uncle was a judge, his brother a lawyer, and Jim just naturally drifted into law school after graduation from the U. of Wisconsin.

But Blackstone et al lost out at the half-way mark—the Army came in and gave Jim a new adventurous spirit. When discharged he decided not to finish law school, but to seek his fortune in New York.

He comes from Plattville, Wis., a town "without even a radio station." "Maybe," said Jim, "the fact that I corresponded with a female agency copywriter in New York while I was an infantry supply sergeant had something to do with it. This gal migrated from Plattville and gave me word pictures of the glamourous life of the Manhattan intelligentsia which sounded great."

JIM

Anyhow, Jim got to the big city. He didn't know exactly what he wanted to do, but he thought it would be nice to be a copywriter. With no impressive bulk of samples to show, however, he quickly found this field unpromising. So he decided to try some other phase of advertising.

Eventually he got a job in the market research department of J. Walter Thompson Co. Ironically, Jim Luce, brought up in the law and carefully isolated from math, found himself working with figures all day—and liking it.

After several months in this department, Linnea Nelson, the agency's chief timebuyer, added him to her staff as assistant on radio research.

Now Jim handles radio and television timebuying for the JWT New York office portion of Ford Dealers, Atlantis Sales Corp., Rochester, for which he buys spot time for French's Instant Potato, and for the J. B. Williams Co., Glastonbury, Conn. (shaving products). He works on other assignments as they develop.

Jim Luce is 29, unmarried and currently enjoying a new apartment in Manhattan. He is learning to cook and is intensely "product-loyal," claiming remarkable success with French's Instant Potato. He also uses J. B. Williams shaving products, but says the Ford is still in his future.

Stimulated by market and radio

(Continued on page 75)

IN EASTERN NORTH CAROLINA TOBACCO IS KING

WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM
"THE VOICE OF THE GOLDEN PLAIN"
WILSON, N. C.
5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People
NATIONALLY REPRESENTED BY WEED AND COMPANY

interested in MONEY?

Then better prepare a special place of honor on your desk for BROADCASTING's NAB Convention issue. It's one you'll want to have around for a long time.*

In this issue (April 11) radio buyers and sellers will get... *for the first time*... complete, up-to-the-minute billings of the nation's leading radio advertisers, by product groups.

The listings will cover both *network* and *spot*... and include 27 major categories (drugs and cosmetics, food and beverages, cigarettes and tobacco, etc.)... itemized by how much the advertiser spends, where he spends it and what his money buys.

In addition to this copyrighted analysis—which will highlight the issue—there will be many other important business features... and, of course, the usual expert BROADCASTING coverage of all regular and Convention news.

Guaranteed circulation for the Convention issue is 18,000... 2,500 more than our weekly subscription list. It's the most valuable circulation in broadcasting... including, among others, every national and regional advertiser and agency in the country.

****It's one you'll probably want to have an ad in, too. Advertising deadline: March 28 . . . regular rates. Wire reservation collect today!***

NAB CONVENTION ISSUE— APRIL 11, 1949

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

IT'S EASY, IF YOU KNOW HOW!

FIGHTING a fire in a steel skyscraper is different from handling one in a two-story home—*and it's the same way with radio in different parts of the nation.*

The Southern listener *is* a little different from people in other parts of the country. He *does* respond better to radio programming that caters to his special preferences and attitudes.

KWKH *knows* all this and has *used* the knowledge for twenty-three years. Hence we are years ahead in radio Know-How and listener-acceptance in this market.

Whether you sell tobacco, tractors or toasters, you'll find this KWKH Know-How *a big "plus"* in our four-state area. Write us today or ask The Branham Company.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 12 WASHINGTON, D. C., MARCH 21, 1949 $7.00 A YEAR—25c A COPY

HOW'S BUSINESS?

TRENDS Finds Radio Rise Tapering Off

By ROBERT B. LUCE

HOW'S the broadcasting business? Has there been a "disinflation" in radio as in other scattered areas of the economy? Is business harder to get? Who are the toughest competitors? How can a station manager best boost his sales?

BALLOT

A Continuing Study of Executive Opinion

These were the questions asked broadcasters in the 18th nationwide BROADCASTING TRENDS survey, conducted by the Research Department of BROADCASTING.

One year ago there was no question about the trend—it was up. Today it is tapering off. Broadcasters reported in an almost 50-50 ratio when asked whether business as a whole was up or down in recent months.

In a regional analysis (see map) New England, the North Atlantic States and the whole North Central area report slightly increasing sales—while in other areas, including the Pacific Coast and Mountain states, the South Atlantic and South Central, the trend is down slightly.

Wide Fluctuation

Individual stations, of course, showed a great range of difference. The bulk of stations reporting from all areas showed fluctuations of not more than 10% up or down. Some reported gains or declines of 20% or more, but they were few in number (See Table I, page 84).

General economic conditions were credited with causing the decline in station revenues, where declines appeared. Only 27.7% of those who reported a decline in business said it was due to competitive factors—the remainder said "disinflation" of the economy was responsible.

Aggressive selling — repeated over and over again—was emphasized by broadcasters as the way to get ahead in 1949's changed economic climate. "Work like hell"; "Sell! Sell! Sell!"; "Get out and get"; "Make calls and more calls"—these were phrases written on many a ballot.

With the day of constantly rising sales curves ending, BROADCASTING asked station managers point blank how they increased time sales. A better sales staff was the answer of 38%. About a third said programming was the way to attract advertisers—programming means listeners, and listeners bring advertisers (Table II, page 84).

Next most effective way to produce sales is promotion, station managers said. And radio was voted the best means to promote radio. Of those who ranked promotion as a sales lifting method, 40.3% said radio was the best media to use. Another 29% said newspaper promotion was the way to get time sales.

A scant 4.2% said rate adjustments were the best means for getting additional sales.

There were other specific suggestions for broadcasters. Among them:

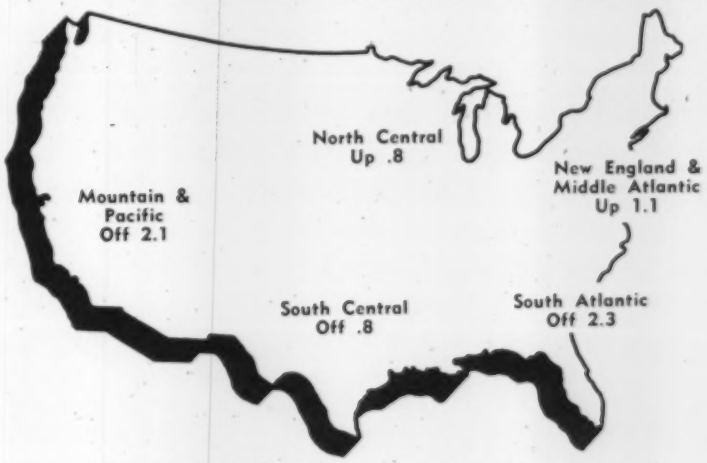
"More basic sales tools for all-radio—audience figures, response success stories."
"Developing cooperative advertising sources."
"Station reputation through public service."
"Providing advertisers with good advice on the use of their advertising dollar."

From this survey, it is evident that station managers want good men to tell their story, good programming to sell, and enough facts and figures to demonstrate radio's effectiveness as an advertising medium.

"Disinflation" has made the advertiser more cautious, according to 52.3% of the station managers. They said their advertisers were more inclined to cut their appropriation to save on business expenses. Consequently it is harder to sell advertising now than it was even a few months ago.

Only 22.1% of broadcasters think their advertisers are increasing budgets to meet customer resistance. About one-fourth report advertisers' thinking unchanged. Taken together, the station managers are split about evenly in their reporting—half say adver-

(Continued on page 84)



The current trend in the various regions of the U. S.

NOTE: BROADCASTING TRENDS results are based upon a nation-wide cross-section sampling of radio station managers and owners. The "Business Conditions" survey sample includes 12% of all AM station managers.

ANTI-TRUST

Not FCC Concern—Paramount

THE QUESTION of motion-picture companies' right to own radio and television stations—a multi-million-dollar question stemming from anti-trust suits—appeared to be moving toward a showdown at FCC last week.

On the heels of a plea by 20th Century-Fox Film Corp. for a prompt decision [BROADCASTING, March 14], Paramount Pictures told FCC last Thursday that anti-trust proceedings outside of radio are not its concern, and that to disqualify anti-trust violators would mean a "sweeping reorganization" of the U. S. radio and TV structure.

"The business establishments in the U. S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries" and it would be contrary to "law, policy and common sense" to rule them out of radio, Paramount declared.

FCC Chairman Wayne Coy meanwhile cast unofficial light on another phase of the motion-picture question by telling Executive Director Gael Sullivan of the Theatre Owners of America, in response to questions, that he did not think movie exhibitors should be disqualified merely because they are exhibitors.

But he reminded Mr. Sullivan that FCC has a policy of favoring non-newspaper applicants over those with newspaper affiliations when it has to make a choice and other factors are equal. "However," he added, "as you are probably aware, the Commission has not yet had occasion to consider whether or not its policy toward newspaper applicants should be considered applicable to motion-picture applicants."

Mr. Coy made plain that his observations represented his own views and not FCC's. Nor should they be considered an expression of opinion on the pending anti-trust question, he added.

Retains Poster

Paul A. Porter, former FCC chairman and now a member of the Washington law firm of Arnold, Fortas & Porter, was retained by Paramount to assist its regular Washington counsel, Duke Patrick of Hogan & Hartson, in the fight to clear its qualifications on the

(Continued on page 60)

RICHARDS

Health, Trusteeship Win FCC Delay

PRECARIOUS HEALTH and an offer to give up voting control of his three stations brought a postponement Friday in the FCC hearing slated to have started Wednesday (March 23) on the news policies of G. A. Richards.

Counsel for the owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland offered to submit, within 30 days, an application for transfer of Mr. Richards' voting control via a "trust or other agreement" which they promised will meet FCC's "fullest requirements and . . . approval."

The Commission, by majority vote, set April 18 as deadline for any such application and said it would then decide whether the transfer should be consolidated for hearing with the news-policy question and would also set a new hearing date.

Affidavits of Mr. Richards' physicians asserting that the scheduled hearing might cost him his life were submitted in support of the 30-day postponement and transfer plan.

The Commission was told by Burton K. Wheeler, former Senator and now one of Mr. Richards' attorneys, that the station owner for some time had planned to retire on March 19—his 60th birthday.

"Prior to the latest relapse in his health which compelled his return to Palm Springs he had planned to attend a celebration in Detroit to be tendered him by his employes on that occasion, at which time he was to have announced his retirement," Mr. Wheeler wrote in the letter asking continuance of the hearing.

He said counsel had not been fully aware of the critical nature of Mr. Richards' heart condition until the Commission itself forwarded a copy of a letter it had received from one of his physicians. Their unsuccessful bid for a personal appearance for Mr. Richards a few weeks ago was made only because the hearing seemed inevitable and that appeared the least strenuous course, Mr. Wheeler said.

Dr. H.B. Steinbach, Detroit physician, told the Commission in an affidavit that Mr. Richards' life "is in great jeopardy and could well terminate at any moment" unless he "ceases at once all business and other activities which have a tendency to lead to undue exertion or to worry, strain or anxiety; unless he is immediately relieved of the mental and physical strain caused by the investigations and hearings . . . and unless he embarks upon a program of complete rest and relaxation."

He thought Mr. Richards "may look forward to continuing to live for some years to come" if he refrains from business activities and takes the rest he needs, and "if some amicable and satisfactory way can be found to terminate the proceedings pending before the FCC so that [he] may be relieved of this threat to his health and life."

A similar view was expressed by Dr. Roy E. Thomas, Los Angeles heart specialist. He said "there is more than a strong possibility that Mr. Richards' taking the witness stand would result in his death."

Text of FCC's order postponing the hearing, which relates to charges that Mr. Richards ordered KMPC staff members to slant news against certain minority groups:

ORDER

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 17th day of March, 1949;

The Commission having under consideration a request by counsel for Mr. G. A. Richards, dated March 16, 1949, for a 30-day continuance of the hearing now scheduled in the above-entitled matter for March 23, 1949.

IT APPEARING, That counsel for Mr. G. A. Richards has made representations supported by affidavits of his physicians, that a continuance of the hearing is necessary;

IT FURTHER APPEARING, That counsel for Mr. G. A. Richards has indicated that in view of Mr. Richards' health he intends within 30 days to submit to the Commission an application to transfer the voting control of all stock owned by Mr. Richards in the three corporations named above;

IT IS ORDERED that the request for continuance is granted and that the hearing date of March 23, 1949 is cancelled;

IT IS FURTHER ORDERED, That any transfer application intended to be filed shall be filed with the Commission on or before April 18, 1949;

IT IS FURTHER ORDERED, That upon the filing of such application the Commission will then decide whether such application should be designated for hearing in order to determine whether a transfer would be in the public interest and whether such hear-

(Continued on page 63)

MISSION TO PARIS

Skeleton FCC Ahead

SKELETON OPERATION is in prospect for FCC during the first part and possibly most of the summer, on the basis of the tentative list of personnel slated to attend the International Telephone and Telegraph Conference which convenes in Paris in mid-May.

Chairman Wayne Coy is scheduled to go as chairman of the U. S. delegation, accompanied by Vice Chairman Paul A. Walker, General Counsel Benedict P. Cottone, and some 10 staff executives and clerical assistants. Appointments are made by the President upon recommendation of the State Dept., but FCC's own recommendations generally are followed in such cases.

The conference opens about May 18 and officially is expected to continue four to six weeks. Some authorities, pointing to the experience of the still-continuing Mexico City International High - Frequency Broadcasting Conference, think the Paris sessions may continue for as much as two months.

Consideration also is being given to suggestions that the Paris delegation move to London afterwards to discuss the so-called Bermuda Agreement on direct radio circuits between the U. S. and the United Kingdom. In that event return to the U. S. would be delayed at least to Aug. 1 and perhaps later.

Even if the delegates came home immediately after the Paris sessions, and if those lasted only a minimum four to six weeks, the group would be away from Washington from early May until July at the earliest, since they plan to go and return by boat.

Walker Vice Chairman

Comr. Walker will be in charge of telephone aspects at the conference and may be named a vice chairman. It is virtually certain that Francis Colt deWolf, chief of the State Dept.'s International Telecommunications Division, will be a vice chairman of the U. S. delegation.

Before the FCC group leaves for Paris, the Commission hopes to issue decisions on several high-policy questions—notably the clear-channel case, its proposed rules on giveaway shows, and perhaps television. Chairman Coy has indicated the clear-channel decision will be out by May 1, and the giveaway question is scheduled for consideration before the end of this month.

Unless it comes before they leave, action looking toward lifting of the TV freeze will have to be taken by the remaining Commissioners in the absence of the Chairman and Vice Chairman or the anticipated July "thawing" will be delayed. There has been some speculation that the Commission wouldn't be able to lift the freeze until after July in any event.

Another question still facing the Commission is the chief engineership, a post which has been filled only on an "acting" basis since January 1948. Ralph L. Clark, former FCC engineer and later a consultant, now director of the Programs Division in the Secretariat of the Research & Development Board, is considered the foremost candidate [BROADCASTING, Feb. 28]. But the subject of his appointment has not yet officially been brought before the full Commission. John A. Willoughby, senior assistant chief engineer, is acting chief engineer.

Under customary procedure, Comr. Rosel H. Hyde, as the senior remaining member, would serve as acting chairman of the Commission in the absence of the Chairman and Vice Chairman.

Personnel whom FCC proposes to recommend for attendance at the Paris conference, it was learned, include Comrs. Coy and Walker and General Counsel Cottone; Chief Accountant William J. Norfleet; Harold J. Cohen, assistant general counsel in charge of Common Carrier Division; Marion H. Woodward, assistant chief engineer in charge of Common Carrier Division; Jack Werner, assistant chief of the Law Bureau's Common Carrier Division; John R. Lambert, Accounting Bureau; John Russ, Engineering Bureau; Mrs Farrell McGonigal, confidential assistant to the Chairman, and Mrs. Lillian Conley, also of the Chairman's office.

Drawn for BROADCASTING by Sid Hix

"He just won't do. That voice won't penetrate low gear."

BUDGETS

Aural Network Intact Despite Video Influence

By FLORENCE SMALL

DESPITE cancellation of some advertising, there is no widespread evidence that network advertisers are planning in the near future to curtail their use of radio in favor of television.

That was the conclusion reached by BROADCASTING after a series of interviews with a representative group of high-budget radio advertisers.

Procter & Gamble plans to continue its entire radio schedule next season with an annual expenditure exceeding $18 million and including 33 network shows.

As for video, William Craig, manager of television programming for P & G, told BROADCASTING that "Procter & Gamble is still feeling its way, gathering information and experiences and watching developments very carefully. Right now we have a television program, *I'd Like to See*, on the NBC eastern television network, which will be replaced April 5 by a new series, *Procter & Gamble's Fireside Theatre*. Further than this, we are not prepared to announce any definite future plans."

Charles G. Mortimer Jr., vice president in charge of marketing for General Foods, expressed somewhat the same point of view when he said: "Tentative long range sales and advertising planning is a part of good marketing. Final decision on the selection of media, however, is made from quarter to quarter. We are naturally interested in both radio and television. Certainly both have a very real place in our promotional scheme. And our use of the two media is based on what they can deliver on mass selling opportunities, which is what we need for our type of products."

GF will continue with all its radio network shows. In one case, the Burns & Allen show, the company has retained the NBC time for another show, *Father Knows Best*, which will amount to an approximate $6,000 weekly saving on talent. GF spent $6,774,603 on network time in 1948. It plans to retain the more than one dozen network shows for various products during the next season. In addition, the two half-hour television shows, *Lambs Gambol* and *Author Meets the Critics*, are scheduled to continue under the GF banner next season.

U. S. Steel Not Using TV

On the other hand U. S. Steel Corp., which spent $1,052,090 in 1948 on institutional advertising in network radio, does not plan to go into television as yet, an official of the organization revealed. "Television currently has a limited audience, and since our advertising is mostly that of public relations, the video audience is much too limited," the spokesman explained. "We want our public relations to reach an audience on a national scale. Television is still too much a matter of local coverage."

As for its 1949 fall plans, U. S. Steel will move its hour-long radio program *The Theatre Guild on the Air* from ABC to NBC, Sundays, 8:30-9:30 p.m., effective Sept. 11 for 39 weeks. In addition, on June 5, the company will sponsor a summer program for 13 weeks featuring the NBC Symphony Orchestra in the same time segment, 8:30-9:30 p.m., Sundays.

Another major radio advertiser, Lever Bros., which spent $5,317,036 in 1948, is not now using television, although it was one of the first advertisers to use the medium. Michael J. Roche, advertising manager of Lever Bros., explained that "while Lever Bros. is not an active participant in television at the present time, our interest in the medium is considerable, and we are continuing to study and explore the field."

"We have, however, no definite plans for immediate operation," he admitted.

Deviating somewhat from the prevalent "wait and see" theme, the Ford Motor Co., it was understood, has advised its more than 6,500 dealers (who are currently sponsoring Fred Allen on NBC until this season's end) to divert to television next season the budget allocated to radio this year. However, the parent company plans to maintain its hour-long *Ford Theatre* program on CBS. The firm also will sponsor its 60-minute *Ford Television Theatre* once a month, as well as a half hour program, *The Crystal Ball*, for the other three weeks in the month.

Thus, indications seem to be that while television is gaining, radio is not yet suffering any appreciable loss. The key is probably to be found in two factors: (1) A number of radio advertisers are re-allocating their budgets to include television, but are doing so with "new" money and at no loss to radio; and (2) new advertisers who have not been using radio, or have been using spot radio at most, are entering strongly into television.

A random example of the first type of advertiser is the Ronson Art Metal Works, which spent $631,861 on network radio last year, and which intends to continue that appropriation while increasing its television budget.

Salient examples of the second group of clients include Admiral Corp., a non-radio user, with a half-hour NBC-TV show *Admiral Broadway Revue;* Bigelow-Sanford, with its Bigelow show on NBC-TV; Bonafide Mills, with *Stop Me If You've Heard This One* on NBC-TV; Pioneer Scientific Corp., with Pioneer Polaroid *Magic Show* on CBS-TV, and A. Stein & Co. with *Identify* on ABC-TV.

PREPARATORY to introducing Old Judge Coffee in new areas not yet served, the firm has placed its advertising with Gardner Advertising Co., St. Louis, effective April 1. Drawing up plans for the campaign, which is slated to use radio programs and spots plus video where available, are (l to r) George A. Volz, Gardner account executive; Joe G. Wick, president of Old Judge Coffee Co., St. Louis, and L. C. MacGlashan, executive vice president of the agency.

EMPLOYMENT

Labor Bureau Study Rapped by Some Broadcasters

By J. FRANK BEATTY

EMPLOYMENT in the broadcasting industry "will probably continue to rise for at least another year or two but at a slower rate than since the war," according to an occupational study by the U. S. Bureau of Labor Statistics. The study was conducted for the Veterans Administration.

The bureau figures, however, that work in television will increase for many years though it may never reach the employment level in sound broadcasting.

General results of this study will be published in detail within a few weeks by the bureau and VA.

The bureau was under fire last week for presenting what some broadcasters feel is a biased picture of talent employment in the industry. It recently released a study based on a survey of AFRA members [BROADCASTING, March 14].

This BLS study gave the industry a dismal employment aspect by showing extensive unemployment among singers and actors. Its figures failed to show the proportion of time AFRA members have worked in radio and did not differentiate factually between staff and free-lance talent.

Worst of all, in the opinion of some critics, the BLS-AFRA survey results appear to be based on the assumption that all AFRA members are qualified to work in radio, since prior experience is not required for union membership.

The talent study is part of the BLS-VA joint radio employment study. The employment outlook study, soon to appear in detailed form, covers all types of jobs from management to technicians.

In attempting to peer into the electronic future, the bureau's preliminary report on job chances to to the VA states:

The development of television has not yet gone far enough to indicate how severe its impact on AM and FM broadcasting will be, but the likelihood is that there will be a long-run downward trend both in staff employment and in the amount of work for freelance artists at AM and FM stations.

Taking all occupations together, the total number of people employed in telecasting is extremely small to date. The number of workers needed will increase as more stations reach the air. But not for many years, if ever, is employment at TV stations likely to reach the present employment level at sound broadcasting stations.

Because the industry is small, it provides relatively few job opportunities.

(Continued on page 57)

TOM CLARK

To Address NAB Convention

THE BUSINESS side of broadcasting, from time selling to policy problems, provides the theme of the NAB Management Conference April 10-13 at the Stevens Hotel, Chicago.

Starting with the unaffiliated stations meeting April 10 and running through the final television session April 13, the conference will stress commercial aspects of radio.

A business topic will be discussed by Attorney General Tom C. Clark, who has accepted NAB's invitation to address its April 12 luncheon. Wayne Coy, FCC chairman, will speak at the April 11 luncheon.

Atty Gen. Clark is expected to stress the importance of small business as the backbone of the nation, with retailers providing much of the support for radio as one of the leading small business segments of the national economy.

With the speech expected to be carried by at least one network, NAB members will urge retailers and other businessmen in local communities to hear the talk.

Possibility of a network television hookup covering the Midwest and East was considered. Television equipment will occupy a prominent part of NAB's annual equipment exhibition which opens April 7 as the NAB Engineering Conference starts its formal meetings.

NAB headquarters felt that addition of Atty. Gen. Clark to the agenda gives the association one of its best convention programs. Mr. Clark has frequently shown an interest in NAB affairs and served as judge in the two Voice of Democracy essay contests. He also presented awards to the contest winners.

Pre-registration for the Management Conference, at the $30 rate as against the regular $32.50 rate, closed Friday with an estimated 700 plus registrations on hand. About 200 had registered for the Engineering Conference, which has a $17.50 registration fee. Unaffiliated stations pay $5 registration for their April 10 meeting. Ladies registration is $7.50.

The Management Conference opens formally Monday, April 11, at 12 noon. NAB President Justin Miller will introduce the speaker, Chairman Coy. A separate ladies luncheon includes an ice show and style show.

The afternoon management meeting will be devoted to sales matters. A. D. (Jess) Willard Jr., NAB executive vice president, is expected to introduce Eugene S. Thomas, WOIC(TV) Washington, who is slated to preside as chairman of NAB's Sales Managers Executive Committee. With him will be Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Stations Executive Committee.

Time Sales Meeting

This meeting will go into the problem of selling time in a growingly competitive media market and touch such specific matters as the All-Radio Presentation film which by that time will be well through the script-writing stage.

Speakers include Leo Cherne, of Leo Cherne Associates, with a forecast on business conditions; Mr. Thomas, bringing the radio sales picture up to date; Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, on management's responsibility in radio selling; Lee Hart, NAB retail specialist, on management's responsibility in the retail advertising field. Several surprise features are in the planning stage.

Monday night will be FM's portion of the Management Conference. Program plans are being drawn up by the FM Executive Committee, of which Leonard Asch, WBCA(FM) Schenectady, is chairman. This will be strictly a top-level work session with persons prominent in all phases of broadcast operation expected to participate. FM's role in NAB affairs is likely to be discussed. The board has approved the idea of substantially increased service for FM members but details await board action on tentative plans to set up a three-ply functional association having AM, FM and TV divisions.

The whole reorganization question may come up at the Tuesday afternoon business meeting of the Management Conference. The subject was discussed by a special NAB board committee which met in Washington last Thursday. The committee will report to the full board at Chicago but the structural revamping of NAB may not be completed immediately.

The Tuesday morning meeting will be devoted to public relations matters at the management level. Chairman will be Frank King, WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee.

A wide range of topics will be taken up at this meeting. Among those on the platform will be Sig Mickelson, WCCO Minneapolis, president of National Assn. of Radio News Directors; Richard P. Doherty, NAB employe-employer relations director; Harold E. Fellows, WEEI Boston, NAB District 1 director; Robert T. Mason, WMRN Marion, Ohio; Harold Fair, director, NAB Program Dept.; E. R. Vadeboncoeur, WSYR Syracuse, chairman, NAB Radio News Committee, and Robert K. Richards, NAB director of public relations and publications.

Mr. CLARK

Brief talks will be given, by Mr. Mickelson on building confidence and acquiring station prestige through news broadcasting; Mr. Fellows on programming and public relations, Mr. Mason on the broadcaster's place in the community. A panel discussion will follow, with all the panel members leading discussion.

The Tuesday afternoon business

(Continued on page 59)

SPONSOR VIEWPOINT

ANA Spring Session to Mull All Media

RADIO from the viewpoint of the man who puts up the money will occupy a prominent place on the program of the Assn. of National Advertisers, holding its spring meeting March 23-25 at the Homestead, Hot Springs, Va.

A thorough analysis of all media is planned, based on the idea that a transition from sellers to buyers market is underway and media must pull their own weight.

Main formal event in the radio field is a "solid session" on television to be held Thursday morning. Through many of the talks the subject of broadcasting will be discussed, including that of R. H. Bennett, sales and advertising manager of Maxwell House Division, General Foods Corp. His suggestions covering building of brand prestige will deal with radio in relation to other media.

The final convention discussion, a question-answer period, will go into many angles of broadcasting, it was indicated at ANA headquarters. Several questions are expected on BMB, and ANA members versed in the matter will be on hand to supply the answers.

A subcommittee of the ANA Radio & Television Committee will be named to conduct a study of the radio measurement problem from the advertiser's viewpoint, paralleling those of AAAA and NAB committees.

Potter Heads Session

Opening the three-day meeting will be a Wednesday morning program titled "The Financial Aspects of Advertising," in charge of W. B. Potter, director of advertising operations, Eastman Kodak Co. and ANA vice chairman. A sketch, "Let's Cut the Advertising," will be enacted by Wesley I. Nunn, advertising director, Standard Oil Co. (Indiana), and Robert B. Brown, vice president, Bristol-Myers Co. They will be followed by an epilogue with the subject, "How we have ironed out the fluctuations in our advertising appropriations," in which ANA members take part.

Second part of the morning meeting will consist of two talks, "What Happens to Selling Costs as Advertising Expenditures Increase?", by A. J. Gallagher, consultant, and "Advertising Increases the Value of a Company," by Stanley Harold Morgan, Brailsford & Co.

Wednesday afternoon's theme will be "Getting More SELL Into Your Advertising." Benton & Bowles will produce a skit, "Everybody Wants to Get Into the Act." It will pose the problem of companies moving into competitive selling conditions.

Brand Prestige

Following the B&B skit, Mr. Bennett of Maxwell House, will speak, advocating building of brand prestige, and B. R. Donaldson, director of advertising, Ford Motor Co., will stress product advantages.

John Caples, vice president, BBDO, will speak on the topic, "Have You the Most Effective Copy?" Patrick H. Gorman, advertising manager, Philip Morris & Co., will tell of an integrated sales campaign, with the topic, "It Still Takes the Whole Ball of Wax to Pay Off."

Television occupies half of the Thursday morning program. After a discussion on media investments presided over by Walter Lantz, Lambert & Feasley vice president, the convention will hold "A Solid Session on Television." Opening speaker will be Walter Craig, vice president in charge of television and radio, Benton & Bowles. It is billed as "an up-to-the-minute discussion of the problems that the newcomer into television must deal with" and will offer some solutions. Don L. Kearney, The Katz Agency, will discuss TV spot announcements with the help of a specially

(Continued on page 63)

GENERAL FOODS

Bigger Adv. Budget Likely

BIGGER ADVERTISING expenditures are likely by General Foods Corp. as the buyers' market intensifies, according to Clarence Francis, chairman of the board.

He revealed this at a luncheon news conference in New York March 15 at which the GF annual report to stockholders was made public. The report showed GF reached a new net sales high of $463,336,031,14% above the 1947 figure. It was the 15th consecutive year that sales increased over the previous 12 months. Net earnings, too, reached a new high of $24,555,752, compared with $18,303,594 the year before.

Mr. Francis

The news conference brought top officers into range of newspapermen who shot questions at them on business conditions, advertising, radio and television. Only top officer absent was President Austin S. Igleheart, who was ill.

Charles G. Mortimer Jr., vice president in charge of marketing, joined Mr. Francis in answering questions relating to advertising, radio and television.

Mr. Mortimer said he foresaw no changes in the proportion of advertising monies to be spent on radio and television. Since GF budgets are on a quarterly basis and depend on the needs of particular products, the proportions to be spent on radio and television could change quickly, he indicated.

Both Mr. Mortimer and Mr. Francis emphasized the importance of television in GF advertising but indicated that GF still considered its efforts in the medium experimental.

Annual Report

In the annual report, signed by both Mr. Francis and Mr. Igleheart, this was said:

"In 1948, our second season of television, we sponsored experimentally a number and variety of television programs: *Author Meets the Critics* for Jell-O, *Meet the Press* for Maxwell House, and *Small Fry* program for Post Cereals. Our '48 television experience also included daytime Sanka weather announcements and spot commercials for Diamond Crystal Salt.

"A number of our marketing groups gained experience in this new and difficult commercial medium. As the audience grew in 1948, the commercial value of our programs began to approach normal advertising returns. Also, last year, General Foods established itself in important television time periods which will be of increasing value as the medium develops in the next few years."

Mr. Mortimer expanded on this by saying that although GF still regarded its efforts in television as "a jockeying for position," actual results have been encouraging. The company has been pleased with the size of audience per set and found that televiewers listened more intently than radio audiences, he indicated.

Turning to business generally, he said he felt the country was experiencing a recession "which you can call a corrective." He considered the return to the buyers' market, which he said was occurring, as a return to the normal conditions under which the country operates and progresses. He believed that if the recession were confined merely to price drops, and not to volume of activity, the effect on the economy would be minor.

Also noted was the fact that although dollar sales had trebled in the last ten years, earnings were less than double the 1949 earnings. Out of each 1948 sales dollar, 5⅓¢ were profit. Back in 1939 earnings were 11¢ on each sales dollar. Total assets in the ten years rose from $89 million to $222,500,000.

Among other GF officers answering questions at the conference were: Edwin T. Gibson, executive vice president; John Prescott, vice president, general counsel and secretary; Wayne Marks, controller, Bert Warren, treasurer, and Howard Chase, public relations director.

ABC WESTERN

Samuels, Edwards, Reeg Change Posts

Mr. Samuels

Mr. Edwards

Mr. Reeg

FRANK SAMUELS, acting manager of ABC Western Division, March 14 was named general manager. Robert E. Kintner, network's executive vice president, made the announcement.

Coincident with Mr. Samuels' appointment were promotions for John L. Edwards, named western program director and Leonard Reeg, raised to production manager.

Mr. Samuels has been with ABC since June 1943 when he was named sales manager of KGO San Francisco. In November 1944 he was shifted to Hollywood as Western Division sales manager. He has served as acting manager of western operations since November 1948, following the resignation of Don Searle, western vice president.

A native of Iowa, he was raised in Omaha, Neb. Entering radio from newspaper advertising in 1940, he joined the Central States Broadcasting Inc., Omaha, as regional sales manager.

Mr. Edwards has been in radio for 18 years in all phases of production. He has been with ABC since 1944. A native of Salt Lake City, he is a graduate engineer from the U. of Utah.

Mr. Reeg started as an attorney but radio writing for Rush Hughes and other writing successes led him into broadcasting permanently. He has been in radio since 1932 as writer-producer and has been with ABC since 1942.

ROBERT HALL

Uses 18 Stations

ROBERT HALL Clothes, New York, through its agency, Sawdon Advertising Co., also New York, is using 176 programs and 495 one-minute spots weekly on 18 local stations. Campaign marks the March 24 opening of its new stores. Markets opening are Pittsburgh, Tulsa, Wilmington, Chattanooga and Davenport.

Contracts, on a 52-week basis, were signed with WWSW KQV WPIT and WPGH Pittsburgh; WAPO WAGD WDOD Chattanooga; WTUX WAMS WILM WDEL Wilmington; WOC KSTT Davenport; WQUA Moline, WHBF Rock Island, and KFMJ KTUL and KOME Tulsa.

RMA MEET

Fund Proposed for 'Facts' Drive

ALTHOUGH a three-hour discussion of Zenith's controversial television ads in U. S. newspapers absorbed members of the board of the Radio Manufacturers Assn. in Chicago Thursday morning, action centered on a cooperative effort to educate the public to TV's facts of life —both present and future. The three-day quarterly conference of the group began Tuesday at the Stevens Hotel.

A motion to establish a committee to study and put into effect "a constructive, objective educational program for the orderly and educational presentation of facts regarding present broadcasting and prospects of future change" was made by Paul V. Galvin, president of Motorola Inc. It was passed by the board. Committee members will be named early this week by President Max M. Balcom, Sylvania Electric Products Co. vice president.

Mr. Galvin, serving as temporary chairman of the sets division in the absence of George M. Gardner of Wells-Gardner, first proposed the measure at a meeting of the sets division Wednesday. At that time, all committee members were in agreement except H. C. Bonfig, vice president of Zenith Radio Corp., it was reported.

RMA Will Pay

Concerted drive to acquaint the public with "the actual facts, when they become available," will be paid for from RMA funds. Mr. Galvin proposed an original allocation of $50,000 at the closed board meeting. Ben Abrams, president of Emerson Radio Corp., said it would cost "more like $250,000." It is believed that newspapers will be used extensively. Complete details of the campaign will be formulated by the committee to be appointed by Mr. Balcom.

RMA hopes to alleviate confusion in the public mind regarding VHF, UHF and possible obsolescence of current sets, much of which was brought about by the Zenith ads [BROADCASTING, March 14], one member said.

Mr. Bonfig, addressing the board Thursday morning, recalled that last December, in a letter to Mr. Balcom, he wrote that Zenith would not call public attention to possible outmoding of other TV sets or to the VHF-UHF technicalities via advertising media. "Since then, however, we found that the situation justified our action," he said.

Claiming that the shortage of TV channels can be "relieved only by UHF additions," Mr. Bonfig reiterated an FCC statement that a "nationwide, competitive video sys-

(Continued on page 61)

AFCA MEETING

Plan Two-Day D.C. Session

THE NAVY Department will play host to the Armed Forces Communication Assn. third annual meeting in Washington, D. C., March 28-29.

Principal speaker at a banquet in the Shoreham Hotel March 28 will be Adm. Louis E. Denfeld, chief of naval operations, who will speak on the "The Navy—Today and Tomorrow."

The subject, "Civilian Communications and National Defense," will be discussed by Brig. Gen. David Sarnoff, chairman of the board of RCA and outgoing president of the association, at the banquet.

Featured speaker at an association luncheon at the Shoreham March 28 will be FCC Chairman Wayne Coy.

The six hundred members expected to attend will be invited to visit Naval installations in the Washington area.

The communications program in the Military Establishment will be discussed by the chief communications officers of the three services at a business meeting at the Shoreham March 28. Speakers will be: Maj. Gen. Spencer B. Akin, Chief Signal Officer of the Army; Maj. Gen Francis L. Ankenbrandt, Director of Communications, U. S. Air Force, and Rear Adm. Earl E. Stone, Chief of Naval Communications.

Purpose of the association is to promote close cooperation between communications manufacturers and operators and the Armed Forces. The Army was host at a conference two years ago. The Air Force sponsored last year's meeting.

Other association officers are: William J. Halligan, president, Hallicrafters Co., first vice president; Darryl F. Zanuck, vice president, 20th Century-Fox Film Corp., second vice president; Brig. Gen. A. W. Marriner (retired), International Telephone and Telegraph Co., third vice president; E. K. Jett, former FCC commissioner and now vice president in charge of radio, Baltimore Sunpapers, fourth vice president; Commdr. Jennings B. Dow (retired), vice president of Hazeltine Corp., fifth vice president; and Brig. Gen. Stephen H. Sherrill (retired), executive director.

NAB REFERENDUM

Two Issues At Stake

MAIL referendum is under way among NAB member stations to decide whether the board's code-writing power should be removed and whether directors should be limited to two consecutive terms on the board.

Ballots were mailed members by weekend. The code amendments, based on a petition submitted to the NAB board at Los Angeles last May by Edward Breen, KVFD Fort Dodge, Iowa, are accompanied by a statement voicing the NAB board's opposition.

The Breen petition was not eligible for board action until its meeting last November. A special committee failed to agree on an explanatory statement but the board itself approved a statement at its New Orleans meeting.

CONVERSING at luncheon during New York meeting of managers of CBS-owned stations and stations represented by CBS Radio Sales are four executives of network (l to r): Howard S. Meighan, vice president and general executive; William S. Paley, board chairman; J. Kelly Smith, vice president and director of station administration, and Arthur Hull Hayes, vice president in charge of San Francisco office. Closed sessions were held last Monday through Friday at the Ritz-Carlton Hotel [BROADCASTING, March 21].

* * *

ANOTHER trio includes (l to r): G. Richard Swift, WCBS New York general manager; J. Kelly Smith, CBS vice president and director of station administration, and Merle Jones, WCCO Minneapolis general manager.

EAST, West and South are represented in this group (l to r): Dr. Leon Levy, WCAU Philadelphia board chairman; Ivor Sharp, KSL Salt Lake City president, and J. M. Bryan, WBT Charlotte president.

KLAC SOLD

Atlass Contracts To Buy Station for $405,000

RALPH ATLASS has contracted to buy for $405,000 KLAC Los Angeles after that AM station has divested itself of its television assets.

The agreement, subject to the usual FCC approval, was signed last Thursday, according to Stanley Friedman, Warner Bros. attorney. The $405,000 is to be paid to Warner Bros. in a deal which is hedged around with complications.

The sale is conditioned also upon FCC approval of the purchase by Warner Bros. of the stock of KMTR Radio Corp., owner of KLAC-TV, from Mrs. Dorothy Thackrey. Thus, if the whole deal is finally approved by FCC, Warner Bros. will become the owner of both AM and TV assets and will then immediately transfer the AM station to Mr. Atlass.

End result from Warner Bros. standpoint is that it will thereby become the owner of both a television station and an AM station in Los Angeles where it already owns KFWB. Because it could not continue in ownership of both KFWB and KLAC without violating the FCC ruling against duopoly, the present involved transaction was worked out.

Mr. Atlass made the purchase through KLAC Inc., a new Illinois corporation, in which he is one of the owners.

WKTY TRANSFER

'La Crosse Tribune' Is Buyer

SALE of WKTY La Crosse, Wis., to the *La Crosse Tribune* was concluded last week, Ralph L. Atlass, major stockholder, reported in Chicago Friday. The 1 kw MBS affiliate is operated by the La Crosse Broadcasting Co.

Transfer is expected to be filed with FCC this week.

Mr. Atlass, president and general manager of WIND Chicago and consultant and board member at WMCA New York, last week signed for purchase of KLAC Los Angeles [see story above].

NRI Augments

FIGURES on a national audience for each sponsored network program will be released in the March Nielsen Radio Index reports for the first time, A. C. Nielsen Co. reported in Chicago last week. Ratings, projectable to all U. S. radio homes, will be available for four weeks each month, rather than two. Full national coverage was begun by the firm March 1.

BMB BALLOTS

Baker Analyzing Returns

APPROXIMATELY 100,000 ballots had been returned to Broadcast Measurement Bureau last week in the collation of material for the BMB second study.

Dr. Kenneth H. Baker, NAB research director on loan to direct the BMB second study, said he was making an analysis of the returns to prepare a recommendation regarding the choice between issuing a report on composition of the total weekly audience or on average daily audience. His recommendations will probably be presented to the BMB board research committee this week.

Meanwhile, the last original executive of BMB resigned. George Baillie, production manager for the second study and a member of the staff since the formation of BMB, joined Hugh Feltis, president; John Churchill, director of research, and Phil Frank, executive secretary, in leaving the organization.

The BMB board research committee, composed of D. E. Robinson of La Roche & Ellis Inc., Albert S. Demplewolff of Celanese Corp. of America, and Hugh M. Beville Jr., research director of NBC, was expected to meet late this week to consider Dr. Baker's recommendations.

At the end of last week, Dr. Baker said his analysis was incomplete and he had been unable to formulate recommendations.

The choice of issuing a report covering composition of the total weekly audience or one covering the average daily audience has not been finally made although the BMB technical committee has recommended the former [BROADCASTING, Feb. 7 and 14].

IPOR AFFILIATION

Joe Belden & Assoc. Join

INTERNATIONAL Public Opinion Research Inc., New York, has announced the affiliation of Joe Belden & Assoc., Austin, Tex., for conducting market and opinion studies in Mexico.

IPOR will represent the Belden firm in New York for its Mexican business. JB&A in Mexico is headed by U. S.-educated Florencio Acosta. Mr. Belden headquarters in Austin. The two organizations will continue as independent concerns.

Charles S. Silver

CHARLES S. SILVER, 44, treasurer and partner in Arthur Rosenberg Co. Inc., New York advertising agency, died last Tuesday. Born in New York City, he graduated from New York U. in 1925. Soon afterward he joined the agency and served it continuously. Mr. Silver handled such accounts as the Longines-Wittnauer Watch Co. and Maiden Form Brassiere Co. Surviving are his wife, Mrs. Frances Silver; a daughter, Ellen; his mother, and a brother.

Not a worry in the world

A little milk. A sunny day. Pleasant company. That's all it takes to make these little puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W·I·T·H, the BIG independent with the BIG audience.

You can do so *much* with so *little* on W·I·T·H! It's the big bargain buy. W·I·T·H produces low-cost results by delivering more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. Get the full story from your Headley-Reed man today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

MARCH 21, 1949

'OBSOLETE' ADS

Zenith Continues to Draw Industry Fire

By JOHN OSBON

CONTROVERSY over the question of obsolescence of present TV sets, inspired in part by Zenith Radio Corp.'s current advertising campaign, raged on last week as Radio Manufacturers Assn., comprising about 90% of the manufacturers, undertook an "educational" campaign on the subject *(see RMA board story, page 29)*.

Meanwhile, the Chicago manufacturing firm continued its ad program in the same vein, quoting a letter from Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Johnson had admonished that "if . . . FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolscence."

Zenith's advertisements claimed that it has the "only television receiver on the market today . . . with provision for receiving the proposed UHF channels on the present channels." The ad said Zenith sets were "insurance against obsolescence" and no converter was needed. Complaints are currently being studied by Federal Trade Comission for "misleading" or "inaccurate" advertising [BROADCASTING, March 14].

Washington Frowns

Washington television dealers meanwhile frowned on the Zenith campaign. A spokesman for Georges Radio Store, one of the Capital's leading dealers, described the ad campaign as "no good—it has definitely hurt the television industry." He said sales had fallen in all but the lower-income groups, and that the public was asking questions about the possible obsolescence.

Sun Radio said it regarded the campaign as "not fair play," but added that proposed frequency changes were "from 12 months to two years off yet." The spokesman said that, if the problem did eventually arise, it would be solved by converters priced from $50 to $75.

Other dealers voiced belief that the whole UHF-obsolescence issue is still too far removed to justify public anxiety. Many indicated they felt that natural obsolescence will inevitably occur, just as it did in radio and other fields, but gradually, as a matter of course. For the most part, these dealers declined to be quoted by name, having Zenith franchises.

One dealer characterized Zenith's campaign as a "monkey-wrench in the works." His reasoning: "Suppose this had happened in the radio industry in its early years? How would we stand today? I can't understand this thing at all . . . it pulls out the rug from under the whole industry which was picking up momentum. We have been selling all the TV sets that manufacturers could turn out."

A survey of New York television dealers revealed a general "don't worry" attitude with belief that obsolescence will not overtake present sets. Typical unofficial reactions:

No set on the market could be used without internal changes, which would probably be expensive if and when made necessary. All present sets could be changed or adapted to UHF . . . —Stern's.

All sets on the market will be good for many years.—Grand Central Radio.

Zenith ad was unfair if it caused people to believe other sets would be made obsolete. All sets would be similarly affected since all manufacturers belong largely to same association and manufacture pretty much along same standards.—Davega.

UHF will have no great effect on obsolescence. Manufacturers have issued reassuring statements.—G. Schirmer.

All sets would be adaptable for higher frequencies "whether Zenith sets would require attachments or not."—B. Altman & Co.

Zenith was "crazy" to run ad. "Besides, some of the papers wouldn't run the ad, it was so bad."—Haynes-Griffith.

Nothing to worry about. No set on the market would be any worse or better than the others for adaptation to UHF.—Gerry Kane Inc.

The ad did not mean that only Zenith could be adapted to wave-band changes. It meant only that Zenith sets would not be made obsolete. If wave-band change is made, all sets will be susceptible to adaptation by mass-produced converters. — Liberty Music Shops.

Chicago dealer reactions tended to the conviction that manufacturers have too much at stake to permit obsolescence and will stand behind their products; that adapters or converters could solve the problem, if and when UHF opened up; that Chicago would not be affected by any changes.

Reactions on Zenith's campaign took these slants: "misleading," "shocking," "another stunt," "theory"!

. . . May happen five years from now, and then converter could be used on any present set. Won't ever affect Chicago. Ad ran because competition is getting terriffic among manufacturers.

Zenith just came out with a lot of advertising, nothing that is new or different. Same kind of promotion as for the great circle screen. None of sets will be outmoded. It's all theory. . . .

Admiral and Philco can be used after the change to UHF by use of converters. Won't affect Chicago anyway. Just another stunt to increase sales.

Ad is not true and is very misleading. All manufacturers have too much to lose to let their sets become obsolete. Adapters could be used. All sets are made the same way and should the frequency change be made manufacturers will be set to cope with it. . . . All manufacturers are big enough to stand behind their products.

Ads were shocking to us in the industry. It doesn't seem possible the government would allow manufacturers to make sets if the change were in the offing. . . . If the change is made it will take years, and then only when present stations are out of the red and would support such a project. Actually a measure to get Zenith-plus business. Industry hasn't even reached a maximum with current sets yet. General public is concerned about it, but industry is not from a practical point of view. Sold six TV sets Monday night, not one a Zenith, yet all six customers mentioned seeing the ads. Witch-hunt procedure by the firm. Brings confusion, yes, but may also bring a lot of people into TV for the first time.

. . . Zenith made error on the question. Industry believes change won't come for a long time, if within our lifetimes. We have no stock in ads whatsoever, but if there is a change we could convert sets. Zenith's set can not get the new bands without a similar conversion. Forget about the new bands, as any set would have to be converted. . . .

From a technical angle, the Zenith will be able to operate on the new bands. RCA and others can be converted, but it would cost between $50 and $75, about the same amount you now pay extra for a Zenith. May never use in Chicago. Zenith is only set capable of all bands tuning. No set will become obsolete, because all could be converted at same cost. . . . Firm didn't consult with dealers and servicemen before the ad was run. . . .

Meanwhile, Crosley Division, Avco Mfgr. Corp., Cincinnati, Ohio, announced that its distributor orders for television receivers from March 7-13 were the highest for any week in the company's history.

Week's volume represented a 55% increase over the same week in February and backlog of orders remains "as large as ever," Crosley said.

Craig Statement

J. W. Craig, vice president of Avco and general manager of Crosley, stated that "at such times as these additional channels may come into use, the industry will be ready with efficient, low-cost adapters designed for use with present day receivers and engineered to fit the requirements as they may then exist." Dealers and distributors said that any opening of ultra high frequencies "will by no means obsolete present receivers."

The *Milwaukee Journal*, commenting editorially March 6, reported that "no important change in television sending or receiving in this area is in sight; the present four wave channels assigned to Milwaukee are adequate for the forseeable future and present sets do not face obsolescence.

Pointing out that FCC Chairman Wayne Coy and WTMJ-TV Milwaukee executives "agree on those points," the *Journal* quoted Walter Damm, general manager of *Journal* AM-FM-TV operations, as saying that "in Milwaukee there should be no concern in the minds of present or prospective TV set owners." Mr. Damm said there is "only a remote chance that any additional frequencies would be assigned to Milwaukee if the ultra high band is used for television in addition to the present very high frequency band."

At a New York luncheon last Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., questioned Sen. Edwin Johnson's statement on obsolescence as one tending to implant confusion in the public mind. He predicted that "no change will be made in the present frequency allocations

(Continued on page 58)

Obsolescence Studied

TO HELP clarify current UHF-obsolescence confusion for televiewers, KSD-TV St. Louis, *Post-Dispatch* station, correlated pros and cons on issue and telecast them March 13. Program included quotes of FCC Chairman Wayne Coy, Television Broadcasters Assn. President J. R. Poppele, RCA and Philco executives and trade papers. Concurrently, the newspaper's Sunday radio page carried resume of UHF portions of Mr. Poppele's address before Chicago Television Council conference March 8. Station reported results as "exceedingly gratifying."

DuMONT

Changes and Promotions

SEVERAL promotions and additions to the staff of the DuMont Television Network were announced in New York last Thursday by James Caddigan, director of programming.

Lawrence Menkin, now assistant program director of WMCA New York, has been appointed program planning manager for the network effective March 21. Mr. Menkin will be responsible for putting several new shows, not yet introduced by DuMont, into final shape for telecasting within the coming weeks.

Jack Rayel, who has been daytime program manager, has been appointed assistant to Mr. Caddigan. He also has been assigned important production duties. Les Tomalin, a network staff director, has been named director-supervisor and Miss Duncan MacDonald, with DuMont since last September, becomes administrative supervisor of studio D.

Andrew P. Jaeger has been appointed manager of the program department's film division. He was formerly with 20th Century-Fox and International American Film Co. Frank Bunetta, with DuMont for five years, and recently technical director, is now production supervisor. In this post he will be responsible for training of camera operators, mike boom men and production assistants.

TV VS. MOVIES

Raibourn Makes Prediction

THE AVERAGE American family will spend about $100 annually on television sets in the next few years, as compared with $40 for movies, Paul Raibourn, vice-president of Paramount Pictures, said Wednesday in Chicago. Mr. Raibourn addressed a conference of the Central States Group of the Investment Bankers Assn. at the Drake Hotel.

Mr. Raibourn

He predicted that television eventually would replace network radio in its present form, leaving most sound broadcasting to local stations. Paramount plans to produce motion pictures especially for telecasting, he added.

WABD (TV) Ups Rate

WABD (TV) New York on March 15 raised its base rates to $1,500 a nighttime hour. This is the second raise for the station in two weeks, as on Feb. 28 it announced an increase from $1,000 to $1,250. New rate brings WABD into line with WCBS-TV New York, which has announced a boost in its base evening hour rate also from $1,000 to $1,500, effective April 1. Both stations gave present advertisers six months protection against the increases.

WNBQ (TV) Adds Time

NBC's owned and operated Chicago video outlet, WNBQ, began operations on a seven-a-week basis Saturday after a Sunday through Friday schedule since its January opening. WNBQ is now on the air approximately 35 hours weekly.

PROOF-of-performance measurements on television equipment were conducted at the RCA Victor plant in Camden, N. J., this month by top video engineers of ABC and RCA Victor Division. Charles W. Armstrong (l), RCA TV engineer, explains the technique to (l to r): Edward Hamilton, WJZ-TV New York; Herman E. Gihring, RCA; George O. Milne, ABC director of technical operations; Dana Pratt, RCA manager of transmitter equipment; John Preston, ABC chief allocations engineer; C. Dale Kentner, RCA, and Al Josephensen (back to camera), RCA New York field representative. Others attending the demonstration, but not shown, included: Frank Marx, ABC vice president in charge of engineering; James Middlebrook, ABC chief facilities engineer, and Robert Morris of ABC's development engineering section.

HILLS SIGNS TV

To Sponsor ABC Daytimer

HILLS Bros. Co., New York, through the Biow Co., also New York, has signed the first contract with WJZ-TV New York for participation in ABC's new two-hour daytime video women's program, *Market Melodies*.

Announcement of the initial 13-week contract was made last Monday by Murray Grabhorn, ABC vice president in charge of owned and operated stations, at a news preview. The show is aimed to reach women shoppers at large supermarkets. New York's Grand Union supermarkets have installed four receivers in 15 stores.

Contract, on behalf of Hill's "Dromedary" food products, was signed at the station's present rate, with six months' protection clause, at $540 per week for five one-minute daily spots. Deal was completed more than two weeks before the program's scheduled air start, which is set tentatively for early April, or, according to Mr. Grabhorn, "as soon as from 12 to 16 sponsors have been signed." Early purchasers of time will be offered exclusivity of product for entire two hours, or within-the-hour exclusivity.

MOORE NAMED

Gets NBC-TV Promotion

PAUL J. MOORE, NBC Chicago engineer for 19 years, has been named TV operations supervisor at the Central Division. He replaces Charles L. Townsend, new TV technical film director at NBC New York. Appointments went into effect Wednesday.

Mr. Moore joined NBC Chicago as a studio engineer in 1930 after working at WKY Oklahoma City. In 1942, when he was transmission engineer, he joined the Army Signal Corps and served as commanding officer of a radio teletype unit in Germany. Four years later Mr. Moore was discharged as a lieutenant-colonel. Returning to NBC Chicago, he was named video maintenance supervisor in September 1948. His successor has not been named.

FOOD CHAIN GOES FOR TV

Donahoe's, Pittsburgh, Finds It's Potent

CAN television do a top job as an advertising medium for food retailers? Donahoe's Food Stores, Pittsburgh, believes it can.

The firm's president, Jerome Donahoe, decided to test television with a five-minute local news show, *Pitt Parade*, on WDTV (TV) Pittsburgh. First time the program was presented under Donahoe sponsorship the commercial showed the manager of the firm's cheese department cutting a slice of Donahoe's Sharp Cheddar cheese and inviting video viewers to buy it at 95¢ a pound.

A pound of Donahoe's My-Te-Good macaroni was promised to anyone who asked for the TV cheese special. Offer was good for 24 hours. Next day 80 persons responded, and the food store chain noted a surge in cheese buying generally.

Donahoe's tried another item the following week. This time it was a pound of Fifth Avenue candies for 95¢, plus a half-pound box of bon-bons free, with a 24-hour time limit. Television was the only medium used, and the ad brought 153 persons to Donahoe stores asking for the TV special.

Third week found the food chain offering six bottles of My-Te-Good catsup for $1. With the catsup went a can of tomatoes. Two hundred and thirteen customers responded.

Fourth week TV special was My-Te-Good coffee. Donahoe's reported that it resulted in sale of more than 600 pounds of the coffee and a buying surge in the department featuring the item.

With TV set ownership figures in Pittsburgh mounting, WDTV's manager, Donald A. Stewart, believes other food retailers can profit by Donahoe's experience.

Mr. Donahoe, president of food chain bearing his name, sits close to TV set as one of firm's products is advertised.

* * *

WDTV, on the air since Jan. 11, has 50 hours of programming a week. It is the DuMont outlet in Pittsburgh, but also presents programs of ABC, CBS and NBC.

S-C INCOME

WHAM Earnings Included

STROMBERG-CARLSON Co. announced last Monday net income of $877,602 for 1948, compared to $1,084,149 for 1947. Earnings for its broadcasting operations at WHAM Rochester were given as $129,438 as compared to $301,873 the year before.

The company's over-all income amounted to $2.74 per share as compared with $3.50 per share the year before.

WDEL-TV CLEARED

Given CP Extension

WDEL-TV Wilmington, Del., was cleared by FCC last week of charges of misrepresenting construction progress brought against the station by WAMS Wilmington, applicant for WDEL-TV's facilities [BROADCASTING, Feb. 21, March 14].

The Commission, in an order granting WDEL-TV's request for extension of completion date to Aug. 23, found that "no substantial and material misrepresentations have been made to the Commission." The petition of WAMS seeking a hearing on the extension bid was denied. Comr. Robert F. Jones dissented from the majority and favored grant of the WAMS petition.

However, FCC advised WDEL-TV that this extension "was granted upon your representation that construction . . . would be complete and the station would be in operation prior to the expiration of the completion date as extended."

WDEL-TV holds construction permit for Channel 7 (174-180 mc), the only video facility allocated to Wilmington. The CP was granted in December 1947.

AMUSEMENT TAX

Considering Video Levy

THE FINANCE COMMITTEE of Philadelphia City Council now is considering the ordinance which would exempt tap rooms and other places showing television from paying the city's 10% amusement tax on gross receipts.

Meanwhile, Deputy Atty. Gen. Horace A. Segelbaum, representing the Pennsylvania State Liquor Control Board, has agreed that no further attempt will be made in Philadelphia to collect the $120 annual tax on places showing television pending the outcome of a suit in Dauphin County Court, Harrisburg. The Philadelphia Retail Liquor Dealers Assn. filed the equity suit charging that the annual levy is excessive. Abraham J. Levinson, counsel for the association, said that arguments in the case will start the end of this month.

WOR-TV Course

READYING themselves for inauguration of WOR-TV New York, to start sometime this summer on Channel 9, the engineers are attending a series of weekly two-hour lectures on the technical phases of television. The course started March 14 and extends through June 16. J. R. Popnele, vice president in charge of WOR engineering, is in charge of the lectures, being given by the video engineering staff under chief television engineer, Frank J. Bingley, and assistant, Newland Smith.

DR. DuMONT

Hits Obsolete Charges: ADC Awards Made

TAKING up cudgels against those predicting that present television sets will be obsolete by the end of the year, Dr. Allen B. DuMont, president of the Allen B. DuMont Labs and the DuMont Television Network, last Tuesday addressed the annual awards luncheon of the New York Art Directors Club at the Waldorf-Astoria.

Referring to "no less a person than a U. S. Senator" (Sen. Edwin C. Johnson (D., Col.)) [BROADCASTING, March 14], Dr. DuMont assailed those who made statements that confuse the public. He predicted, however, that "no change will be made in the present frequency allocations or standards and that just as the sets we made in 1938 are still in use, so the sets made today will be in use in 1959 or 1969. Additions may be made to our present channels but they must and will be made with the protection of the public foremost in mind."

Dr. DuMont's speech preceded presentation of nine Art Directors' Club medals, The Kerwin H. Fulton Medal, and 17 distinctive merit certificates to winners of the annual National Exhibition of Advertising and Editorial Art, sponsored by the club. Winners were selected from 7,200 entries.

NBC and CBS were each represented twice by medal winners. Adrian Siegel and Walter Van Bellen received medals for advertisements drawn for NBC. Artists William Golden and Lou Dorfsman, as a team, and David Stone Martin, won medals for Columbia advertisements. CBS artists received two and NBC artists one distinctive merit awards.

'FORD THEATRE'

Film May Be Used

FORD Motor Co., through its agency Kenyon & Eckhardt, New York, is negotiating with two major Hollywood film companies to film its hour long video show, *Ford Theatre*.

The agency executives have been investigating the possibilities of filming the dramatic show for the past few weeks. It was understood that they could film the show within the present budget used once a month for live telecast.

In addition, filming the program would enable the production people to use a special television technique of lighting and camera work. Another advantage of film would be the availabilities to the program of various movie properties from the motion picture company.

It was also said that K&E would make an experimental film of the show for early presentation on its fall schedule. The show is heard once a month, Mondays on CBS-TV.

Hooker Firm

FORMATION of West Hooker Telefeatures Inc., packaging firm, with offices at 2 West 46th Street, New York, has been announced. West Hooker, former vice president and managing director of George Abbott Telefeatures, also New York, is its president. Mr. Hooker has brought into the new firm all his properties, which include: *Act It Out, The Three Flames, Kids Athletic Club, Three Flames Show*, all currently on NBC-TV.

KTRV, WTCN-TV

Separate Stock, FCC Orders

BREAKUP of the overlapping stock ownership of WTCN-TV and KTRV (TV) Minneapolis was demanded anew by FCC last week in a memorandum opinion and order which:

1. Relieved WTCN-TV of responsibility for effecting the separation;
2. Specified that within 20 days KTRV must signify whether it will accept or reject its conditional TV authorization—the condition being dissolution of the overlapping ownership with WTCN-TV.

FCC also specified that if KTRV accepts the conditional grant the separation must be effected by July 1. If it rejects the grant and requests hearing, the KTRV construction permit will be set aside and the application will be set down for hearing.

The ownership link between the two stations is the Minnesota Tribune Co., a holding company which owns 50% of WTCN (Minneapolis Broadcasting Corp.) and 14.6% of the Minneapolis Star & Tribune Co., sole owner of KTRV (through Northwest Broadcasting Co.). The Cowles interests control (53.6%) the Minneapolis Star & Tribune Co. and therefore control KTRV.

The grant for WTCN-TV was issued in October 1946, the one for KTRV in March 1948. Subsequently, FCC made dissolution of the stock link a condition to both grants. Last week's ruling came on separate petitions filed by the two stations, each asking to be relieved of the condition.

In granting WTCN-TV's request, FCC recognized that "the common ownership situation did not exist" when the WTCN-TV grant was issued, but "was created by the filing and grant of the application [for KTRV] nearly two years after the [WTCN-TV] grant."

The Commission noted that it "has consistently refused to permit any common ownership between broadcast stations in the same service in the same city in the interest of promoting and maintaining full competition." Because of the channel scarcity, the same policy applies "more cogently" in television, FCC asserted. It did not consider KTRV's arguments sufficient to justify departure from this policy.

NEWLY-ELECTED president of Academy of Television Arts and Sciences, Harry R. Lubcke (l), technical director of Don Lee television, Los Angeles, accepts gavel from retiring president, Charles Brown (r), general manager of Video Broadcasting Co., Los Angeles. Mr. Brown has application on file for station in San Diego.

IER AWARDS

Video Honors Considered

VIDEO programs of 1948 are being considered for special awards in the 13th American Exhibition of Educational Radio Programs, according to Dr. I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio, which sponsors the yearly exhibit.

This is the first time TV shows have been recognized by the 19-year-old institute, which will take place in Columbus May 5-8.

Dr. Tyler said: "Extension of first awards and honorable mentions is in keeping with the objective of the exhibition, which seeks to further the broadcasting of significant educational programs by singling out the outstanding efforts of the preceding year."

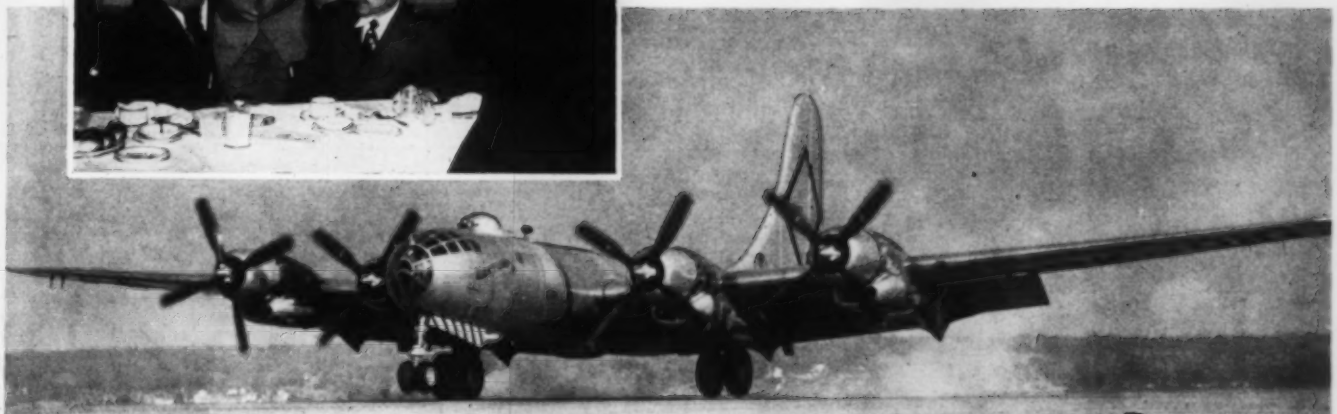
More than 500 recordings of AM shows have been entered in the competition by U. S. and Canadian stations. Classified as to type, the greatest increase of entries is in religious, one-time, news interpretion and women's programs, Dr. Tyler explained.

In the new judging procedure, sponsors of the exhibition will ask 14 cooperatives centers in various cities to evaluate entries, except for network and TV shows, which will be judged live in New York.

KTTV (TV) Dedication

FORMAL dedication of KTTV (TV) Los Angeles, CBS and Los Angeles *Times-Mirror* jointly owned station, was held March 8. An hour's program featured Jack Benny, Rochester, Lum 'n' Abner, Margaret Whiting and the Andrews Sisters. Introductory talk was made by Norman Chandler, president of KTTV Inc., and head of Times-Mirror Co. Murray Bolen produced show; Hugh Wedlock and Howard Snyder wrote script; Frank Woodruff directed. Station operates on Channel 11.

TEXAS NEWS!



ON TELEVISION

Top Left: Personalities in "Texas News" . . . WBAP-TV cameraman catches sports figures Dutch Meyer, Bobby Feller, and Matty Bell, left to right, for televiewers. Center: WBAP-TV scores another TV news beat by recording globe-circling B-50's landing at Carswell Air Force Base March 2. Viewers saw it on their screens at 7 p. m., same day! Lower Right: Three of these news crews cover the Fort Worth-Dallas area daily for "Texas News."

FOR almost six months now WBAP-TV viewers have been enjoying news as it happened a few hours earlier in the Fort Worth-Dallas and state areas on "Texas News", 6:45 p. m., five days a week.

In addition to top coverage of spot news and feature stories, "Texas News" is also jam-packed with visiting personalities . . . Viewers have seen President Truman, Bobby Feller, Danny Kaye, Art Linkletter and Bob Hope (to name a few) all in local settings.

Three fast moving news crews, all Texas trained, cover distances up to 300 miles to make these station-produced newsreels possible the same day. Films are processed in WBAP-TV's complete and modern film laboratory.

Visiting television authorities have termed WBAP-TV's newsreels "outstanding in the television news field."

"Texas News" can do a top selling job for you in the Southwest's Number One Television Market. Contact Free & Peters or the station for complete details.

WBAP
THE STAR-TELEGRAM STATION
FORT WORTH, TEXAS

AM FM TV

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

NABET-IATSE

More Fuel Kindles Fire

IATSE has offered a West Coast television station free cameramen for a trial period of one month in its war with NABET, according to Clarence Westover, national executive secretary of the National Assn. of Broadcast Engineers and Technicians.

Mr. Westover said the offer was made to KFI-TV Los Angeles and that the station, which has a contract with NABET, turned down the IATSE offer. Mr. Westover said information about the offer was sent him at NABET's national office from its Los Angeles office.

In Los Angeles, a spokesman at KFI-TV said no such offer had been made. Richard F. Walsh, president of International Alliance of Theatrical Stage Employes, could not be reached for comment.

Meanwhile, the NLRB hearing in the immediate matter which touched off the NABET-IATSE dispute, resumed Tuesday in New York. This involves a jurisdictional wrangle over lighting engineers at NBC.

In that case, NABET petitioned for a correction of the original NLRB certification to bring the lighting engineers into the scope of NABET bargaining.

NABET, however, regards the issue involved as transcending the lighting engineers. It feels that it must fight IATSE or ultimately surrender its identity.

First four days of the hearing, however, were largely background material. For the most part, F. A. Wankel, assistant television operations supervisor of NBC was the witness, testifying for the company as to the history and development of its television operations. NBC's participation in the case is strictly as a neutral.

KSL-TV TO START

Plans Opening in June

KSL-TV Salt Lake City expects to begin operations in early June, Ivor Sharp, executive vice president, has announced. Radio Service Corp. of Utah, KSL licensee, received a television construction permit last July.

Video equipment, including a 5 kw transmitter, is scheduled for delivery this month, according to C. Richard Evans, KSL general manager. KSL-TV is assigned Channel 5 and has signed an affiliation agreement with CBS. Other network programs will be carried also. The station has been doing experimental, closed circuit telecasting since last October.

* * *

KSL Salt Lake City executives examine television equipment to be used in KSL-TV programming, slated to begin in June. L to r: Lennox Murdoch, TV sales and programming; C. Richard Evans, general manager, and Ivor Sharp, executive vice president. KSL-TV will be on Channel 5 (76-82 mc).

FARNSWORTH

SEC Announces Withdrawal

SECURITIES and Exchange Commission has acknowledged receipt of an application from Farnsworth Television & Radio Corp. requesting withdrawal of its registration statement originally filed Jan. 13. Statement had proposed a public offering of 270,000 shares of common stock at $1 par value.

Meanwhile, a committee of stockholders in the company has been formed in New York tc investigate facts of the proposed sale of Farnsworth's assets to International Telephone & Telegraph Corp. [BROADCASTING, March 14]. The company filed withdrawal papers with SEC March 9 asserting that the IT&T arrangement precluded need for offering of securities.

DR. DuMONT SPEAKS

Addresses TCTL Graduates

DR. ALLEN B. DuMONT, television pioneer and head of Allen B. DuMont Labs, was scheduled to address the graduating class of Twin City Television Lab in Minneapolis' Lyceum Theatre Saturday (March 19).

The graduating class is the first group of studio-trained television cameramen, writers and announcers to finish TCTL. Classes started almost a year ago.

MEMBERS of WOR New York's Ten-Year Club and their guests attended club's annual dinner last month at Hotel Statler, New York, on eve of station's 27th anniversary. Dinner also was occasion for a toast to WOR's television station, WOR-TV, slated to start this spring on Channel 9. L to r: J. R. Poppele, WOR vice president in charge of engineering; Eugene S. Thomas, WOIC (TV) Washington general manager; R. C. Maddux, WOR vice president in charge of sales; Ann Brown, Ten-Year Club president, and Theodore C. Streibert, WOR president.

CHICAGO TV UNIT

Pleased With Conference

RESPONSE to the Chicago Television Council's national TV conference March 7-9 "fulfilled our greatest expectations," James L. Stirton, council president and general manager of ABC's Central Division, said Wednesday.

Speaking at the council's semimonthly luncheon, Mr. Stirton called the conference a "tangible effort in the right direction" because of its effect on the industry, its reaffirmation of Chicago as a video center and its sanction of the worth of such groups as the council.

WHTM (TV) Joins NBC

WHTM (TV) Rochester has joined the NBC-TV inter-connected network, according to an announcement last Thursday of affiliation agreement signed with Stromberg-Carlson Co., Rochester, owners of the station and WHAM Rochester, one of NBC's oldest stations. WHTM will commence operating on a commercial basis June 11. The station is the 35th to become affiliated with the NBC network, and the 17th of the inter-connected stations. It will operate on Channel 6 (82-88 mc).

Paramount Service

PARAMOUNT Pictures Inc., New York, is offering a new recording service for video in "closed circuit pre-filming." The firm makes the service available to advertisers, agencies and package show producers in New York and at the firm's television station, KTLA Los Angeles. The Paramount video transcription system is also being installed at WBKB Chicago.

Upcoming

March 29: Wander Co. hearing before FTC continues, Cleveland, Ohio.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
March 30: CCNY awards luncheon, Roosevelt Hotel, New York.
March 31: Radio Pioneers annual banquet, Toot Shors, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 1-2: Alabama Broadcasters Assn. spring meeting, Admiral Semmes Hotel, Mobile, Ala.
April 2-3: NARND board of directors meeting, Chicago.
April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13 Management sessions).
April 7-9: CBC board of governors meeting, Ottawa.
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

WJZ New York, key ABC outlet, signed 11 new accounts in January, five of which air in February and March. Station's January revenue was up 18% over same month last year.

On WCAU you're in Philadelphia

WCAU-TV program popularity makes your salesman-demonstrator a member of the family in the 135,000 homes of TV set owners found in this second largest television market. CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM

Telestatus

Rorabaugh Report, Feb. 6-12

(Report 51)

VIDEO hit a stride in February, which, if continued, will put it in the forefront of all media much sooner than its most ardent boosters have claimed.

Sponsored hours of time increased more than 50%.

The number of advertisers increased 25%.

Gross time expenditures increased 38% over January, to reach a total of $423,364 during the week of Feb. 6-12.

The one certainty in the broadcast picture is that TV time sales are going up, up and up in 1949. (See Chart).

It is the local advertiser who has taken to video with the biggest enthusiasm. In one market, a single station can boast 31 local advertisers. The increase in local-retail advertisers from January to February was 32.5%, or 149 accounts.

These figures were compiled by BROADCASTING from the Rorabaugh Report on Television Advertising, published monthly by the N. C. Rorabaugh Co., New York. The report covers 54 stations in 30 cities, for a sample week in each month. The February report covers the week of the 6th-12th.

Estimated gross time expenditures of 912 television advertisers during the week of Feb. 6-12 totaled $423,364, compared to $307,185 for Jan. 2-8, according to the Rorabaugh report:

Advertisers	Gross Time Expenditures Feb. 6-12	% Gain Over Jan. 2-8
38 Network	$137,496	99%
265 Spot	167,839	17
609 Local-Retail	118,029	33
912 Total	$423,364	38%

During this week 912 advertisers used TV: 38 network; 265 spot; and 609 local-retail advertisers. (See Table I). The February report shows the greatest percentage jump in TV advertising since last October, when there were 31% more advertisers than in September.

Actual sponsored broadcast hours increased from 457 hours in the sample week in January to 710 hours in February. Of this total, 4.3%, or about 31 hours, was bought in the form of weather, time or straight commercial announcements, and the remainder in program blocks or through a participating program arrangement.

Leading Markets

New York held its place as the leading TV market. With six operating outlets the total number of accounts was 164, and this city was tops in two categories with 45 network insertions, and 62 spot advertisers. Los Angeles is first in the local-retail field with 74 accounts. (Table III).

The other four of the "top five" TV markets are Philadelphia, 135; Baltimore, 121; Los Angeles, 118; and Washington, 107. Washington has four outlets, Philadelphia and Baltimore three, and Los Angeles six.

Every market but one, New Orleans, showed a net gain in accounts from January to February, and in New Orleans the drop was only one account. The greatest gain in the month was registered by Los Angeles, with 60 more accounts in February than in January. A large part of this rise was due to two new stations included in the current report.

In the single station markets Milwaukee, with 76 accounts, is the top city. Buffalo is next ranking with 69, and Toledo with 54 is third. In each case, the bulk of the accounts are local.

Everywhere television has operated in a market, advertisers have been ready to buy time—not yet in numbers that would make television an immediate financial success, but in enough quantity to indicate that the day will come soon when TV will be a universally accepted advertising medium, by all classes of advertisers—from the local dry-goods store to the large auto manufacturers.

TV's Big Accounts

The most frequent users of network television are the radio and

(Continued on page 52)

TABLE I
NETWORK, SPOT & LOCAL ACCOUNTS
(January & February)

Month	Network	Spot	Local-Retail	Total
January	33	234	460	727
February	38	265	609	912
% increase from January	15.1%	13.3%	32.5%	25.4%

Note: Reporting stations: Jan; 46: Feb; 54.

TABLE II
Sponsored TV Air Time

	Hours-Minutes	% of Total
Programs	679:11	95.7
Announcements	31:23	4.3
TOTAL	701:34	100.0

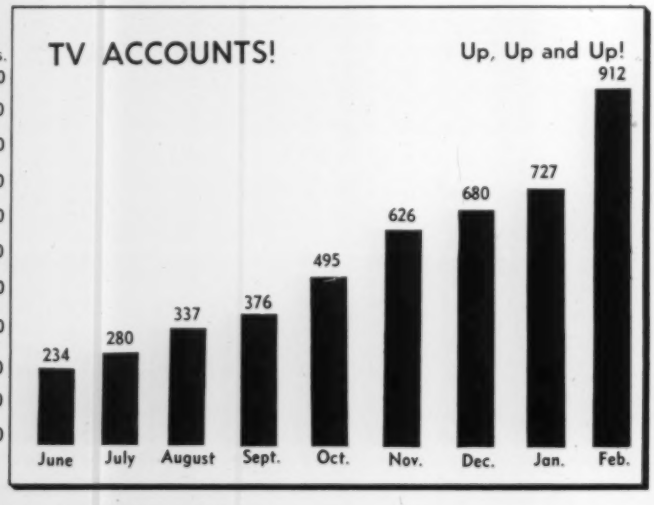


TABLE III
ANALYSIS OF TV ADVERTISING

Markets	No. of Reporting Stations	Network	Spot	Local	Feb. 6-12 Total Accounts	Gain or (Loss)
*Albuquerque	1	2	1	3	6	6
Atlanta	1	9	15	6	30	9
Baltimore	3	42	29	51	121	17
Boston	2	40	15	17	72	14
Buffalo	1	22	16	31	69	30
Chicago	4	26	32	24	82	24
Cincinnati	1	9	19	8	36	7
Cleveland	2	27	11	3	41	19
Detroit	3	24	25	30	79	39
Ft. Worth-Dallas	1	7	10	6	23	8
Houston	1	1	7	7	15	3
Los Angeles	6	10	34	74	118	60
Louisville	1	7	7	6	20	4
Memphis	1	6	10	22	38	9
Milwaukee	1	22	17	37	76	20
Minn.-St. Paul	1	5	6	7	18	7
New Haven	1	10	6	12	28	7
New Orleans	1	7	9	6	22	(1)
New York	6	45	62	57	164	4
Philadelphia	3	44	38	53	135	14
*Pittsburgh	1	13	4	14	31	31
Richmond	1	29	6	5	40	9
Salt Lake City	1	6	6	17	29	11
San Francisco	1	7	8	5	20	9
Schenectady	1	30	4	7	41	10
Seattle	1	5	8	16	29	4
St. Louis	1	20	11	9	40	11
*Syracuse	1	1	3	4	8	8
Toledo	1	19	7	28	54	22
Washington	4	42	21	44	107	17

* These markets represented in this report for the first time.

Note: Those advertisers who bought both network and selective (spot) time are counted twice in the "Total" columns. Those network advertisers sponsoring more than one show in a given market are counted once in the "Network Accounts" column.

* * *

TABLE IV
ADVERTISERS BY PRODUCT GROUPS
(Feb. 6-12)

	*Network	Spot	Local-Retail	Total
1. Agricultural & Farming	—	—	2	2
2. Apparel, Footwear & Accessories	4	20	54	78
3. Automotive, Automotive Accessories & Equipment	4	10	89	103
4. Aviation, Aviation Accessories & Equipment	—	—	1	1
5. Beer, Wine & Liquor	1	54	2	57
6. Building Materials, Equip. & Fixtures	—	3	12	15
7. Confectionery & Soft Drinks	1	18	8	27
8. Consumer Services	—	4	41	45
9. Drugs & Remedies	2	6	2	10
10. Entertainment & Amusements	—	—	5	5
11. Food & Food Products	4	66	55	125
12. Gasoline, Lubricants & Other Fuels	2	10	6	18
13. Horticulture	—	—	3	3
14. Household Equip. & Supplies	2	2	42	46
15. Household Furnishings	1	4	36	41
16. Industrial Materials	—	—	1	1
17. Insurance & Banks	—	5	23	28
18. Jewelry, Optical Goods & Cameras	—	5	18	23
19. Office Equipment, Stationery & Writing Supplies	—	2	2	4
20. Publishing & Media	—	2	15	17
21. Radios, Phonographs, Musical Instruments & Accessories	6	14	106	126
22. Retail Stores & Shops	—	—	45	45
23. Smoking Materials	6	17	3	26
24. Soaps, Cleansers & Polishers	—	7	1	8
25. Sporting Goods & Toys	1	2	6	9
26. Toiletries	4	9	1	14
27. Transportation, Travel & Resorts	—	4	8	12
28. Miscellaneous	—	1	22	23
Totals	38	265	609	912

* There were seven additional network advertisers in the month of February, but not during sample week, Feb. 6-12.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for results!

TV Success Story

The National Brewing Company

Our company sponsored the FIRST Baltimore telecast of an athletic contest — the first day WMAR-TV was on the air.

We are among the real "old timers" in the television field and have sponsored PROFESSIONAL FOOTBALL — PROFESSIONAL BASKETBALL — PROFESSIONAL TENNIS — THE RODEO — and POLO.

PROFESSIONAL WRESTLING and THE NATIONAL AMATEUR PARADE are our current shows on WMAR-TV. We also use 1 minute "spots."

These facts are surely conclusive proof that WMAR-TV has done a good job in the promotion of our products.

NORMAN S. ALMONY

☆

advertising placed by
Owen & Chappell
New York City

TV Success Story

MEYER & THALHEIMER
10 N. Howard

We can definitely say that our WMAR-TV spots have done a very good job of helping to make known our relatively new second floor toy department, of which many of our customers had previously been unaware. The proof of this is the large number of customers who actually mention WMAR-TV to us when they come in to make a purchase. We could hardly hope for better or more definite results.

K. S. THALHEIMER.

☆

Advertising Placed by
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

VIRGINIA DRISKILL
40 York Rd., Towson

It is with pleasure that I tell you about the results we are getting from WMAR-TV. We were more than pleased on one particular show when we really sold 8 evening dinner and wedding gowns as a direct result of our television presentation on your station. Also, quite a few of our most expensive suits and coats were sold this season to people who came in and asked for that particular suit or coat which they had seen on WMAR-TV.

MRS. VIRGINIA DRISKILL

☆

Fashion Films Produced by
The Virginia Driskill
Fashion Center

TV Success Story

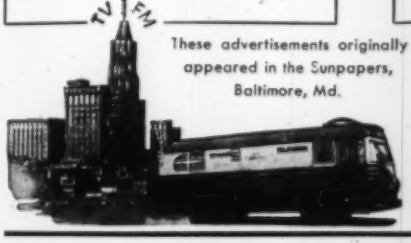
HAUSWALD'S BREAD
KING SYRUP
WILL'S DAIRY

As co-sponsors of the weekly WMAR-TV show, "REMEMBER," we are most pleased with the selling job this television advertising is doing for us. The many favorable comments from our retail sales outlets plus the tangible returns from the Memory Quiz feature of the show, prove that WMAR-TV reaches a large and receptive consumer audience for advertisers.

JOHN HAUSWALD
EDWARD SALE
C. H. WINEHOLT

☆

Advertising Placed by
H. W. Buddemeier Co.
516 N. Charles St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by
THE KATZ AGENCY, INC.
NEW YORK · DETROIT · KANSAS CITY · SAN FRANCISCO
CHICAGO · ATLANTA · DALLAS · LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Radiorama

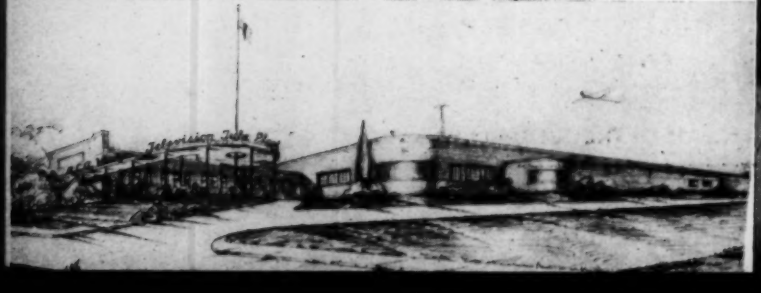
WINNERS of *Metropolitan Auditions of the Air*, Denis Harbour, Canada, and Lois Hunt, Philadelphia (seated), are honored by (standing, l to r) William McAllister of Farnsworth TV & Radio Corp., sponsor of show (ABC, Sun., 4:30-5 p.m.); Edward Johnson, Metropolitan Opera Co. gen. mgr.; Mark Woods, ABC pres.; Tevis Huhn, radio dir., Warwick & Legler; Wilfred Pelletier, orchestra conductor; Milton Cross, program's announcer.

EMPTY wallet greets Mrs. Richard B. Biddle on "routine call" to her husband, manager of WLAY Sheffield, Ala. Cash has gone into scenic background which is WLAY's newly completed studio and transmitting building.

CONGRATULATIONS on response to *Shell News Digest*, carried Mon.-Fri. on WISN Milwaukee by Shell Oil Co., is extended by George Inghram (r), WISN sales manager, to Jack Sheridan, Shell Milwaukee district manager.

DISCUSSING Lincoln-Mercury Dealers' sponsorship of Ed Sullivan's *Toast of the Town* on CBS-TV starting March 27 are (l to r): Marlo Lewis, co-prod.; Charles M. Underhill, CBS-TV prog. dir.; Joe Davis, Kenyon & Eckhardt; Mr. Sullivan; Garth Montgomery, K&E; Tom Carpenter, K&E; Kingsley Horton, CBS-TV acct. exec.

MAIN building of RCA's new tube plant in Marion, Ind., is pictured in architect's drawing. Plant is for mass-production of new 16-inch metal television picture tubes [BROADCASTING, March 14].



CELEBRATING *Your Esso Reporter's* 10th year on WCSC Charleston, S. C., Curt Petersen (r) of Esso agency Marschalk & Pratt, and former announcer, reads commercial on special broadcast. Others on show are Bob Trueve (seated) and Bill Hedgpeth.

COMPLETING deal for Trommer's Beer airing of Guy *Lombardo Show* on WNBC New York are (l to r) Mr. Lombardo; Frank Barton, Federal Adv. v.p., radio dir; Joseph B. Milgram, Trommer adv., merch. mgr.

ARRANGEMENTS for Denver Rio Grande & Western Railroad sponsorship of *Intermountain News* on Intermountain Network are made by (seated, l to r): Edward G. Weber, C. F. Cusack Adv.; Lynn L. Meyer, IN v.p. chg. sales; Carlton C. Sills, DRG&W adv., pub. mgr.; (standing) Craig Rogers, IN prod. mgr.; Alvin G. Pack, IN exec. v.p.; Henry J. Riggert, DRG&W asst. traf. mgr.; George F. Dodge, DRG&W pub. rel. dir.

CORWIN RIDDELL (r) is welcomed as head of KTRH Houston news department by M. E. Walter (l), editor, *Houston Chronicle* (KTRH owner), and Ray Herndon, station manager.

RAY BEERS', Topeka men's store, plans to sponsor Kan. U. football games and 3 weekly newscasts on WREN Topeka are checked by (l to r) Bailey Axton, WREN natl. sales mgr.; Phil Gibson, Ray Beers pres. and Larry Cotton, local sales mgr. of WREN.

EASTER Bunny guest of Harvey's Store, Nashville, is welcomed by (l to r, behind children) Bettie Ballard and Albert Noble, Noble-Dury & Assoc.; Jim Todd, Harvey's; Snooky Lanson, WSM Nashville; Greenfield Pitts, Harvey's.

Head and Shoulders
ABOVE THE CROWD

By applying the cost of a station break* to the primary BMB (50% to 100%) coverage, the cost to reach 100,000 Chicagoland homes during the day looks like this:

Station	
WGN	$1.79
A	1.83
B	3.25
C	3.50

Other 50 KW Chicago Network Stations

*Cost is based on 5 announcements per week on a 26 week contract

A Clear Channel Station... Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

BOXING MEET

Video to Be Discussed In Washington

TELEVISION's effect on boxing will be high on the agenda of National Boxing Assn.'s executive committee which will meet at the Mayflower Hotel, Washington, April 2 and 3.

At that time, a survey conducted by the association on the impact of video on boxing will have been completed, according to Abe J. Greene, national commissioner of NBA. This survey, consisting of reports from governmental commissioners of boxing in all areas served by television, is being collated by Harvey L. (Heinie) Miller, NBA executive secretary.

It is expected that the NBA board will discuss ways for boxing to derive income from television. NBA realizes that boxing, through television, is a big advertising medium and NBA is concerned with how to reap the biggest commercial advantage for the sport without changing its character.

The whole question of the advisability of telecasting fights is expected to be thrashed out. It is known that many NBA members are fearful that video may cause the demise of many small boxing clubs if their fans remain home to see telecasts of bigger bouts.

Mr. Greene looks on this problem as among the biggest television must find a solution for in the next few years. He is known to believe, however, that television may have a unifying effect on boxing. He believes that it will standardize boxing practices and cause commissions to act with greater unanimity. He also is known to believe that it makes untenable the stand of New York State, which is not a member of NBA.

WICU (TV) OPENS

Is NBC-TV's 34th Affiliate

FOUR-HOUR dedication program launched WICU (TV) Erie, Pa., *The Erie Dispatch* television station, last Tuesday (March 15). Highlight of opening night was a 15-minute salute to the station by the NBC TV network, with which WICU is affiliated.

Programming began at 6:15 p.m. from the station's new Television Center at 35th and State Sts. Featured on the Tuesday night schedule were the *Telenews Daily Newsreel*, *Philco Television Playhouse*, a a featured film—"A Scandal in Paris"—NBC's *Kukla, Fran and Ollie*, and a studio variety show.

The addition of WICU to the list of NBC-TV affiliates, brings that network's station total to 34 stations, Easton C. Woolley, NBC director of stations department announced last Monday.

WICU will operate on a non-interconnected basis until June 1, after which time it will be available on an interconnected basis. It will operate on a six-day week schedule.

CBS VIDEO FILM

Documentary Shown in N. Y.

CBS last week completed a 35-minute film, "Television Today," which will be used not only to promote CBS television but also as a documentary showing present development of the medium as well as its predictable future growth.

The film was shown for the first time at New York's Museum of Modern Art last Thursday to members of the press. It was produced by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

The 35-minute film contains sequences showing most aspects of television. Two shorter versions of the picture will be made available: One for non-theatrical distribution to the public and another for whatever use the television industry wishes to make of it.

The picture was produced, under CBS supervision, by International Movie Producers Service, New York. George Moscovics, manager of CBS-TV sales development, is narrator.

WOW TV PLANS

Work Starts on Building

CONSTRUCTION on studios, offices and transmitter building for the television activities of WOW Omaha was started this month and is to be completed in five to six months, John J. Gillen, president and general manager of WOW Inc., has announced. The structure will be located at 3509 Farnam St. and will contain 20,000 square feet of floor space.

All operation equipment has been purchased and is in storage. It will be installed as each room is ready, according to Joe Herold, chief of WOW's television operations. The television antenna also is completed. Station will operate on Channel 6.

WFIL-TV

New Construction Started

ROGER W. CLIPP, general manager of the Philadelphia *Inquirer* stations, turned the first spadeful of earth for construction of the new transmitter and antenna facilities for WFIL-TV on Mar. 13.

The new facilities combine the latest developments in TV broadcasting. A guyed steel tower will be erected to carry a five-section, super-turnstile TV-FM antenna. It will rise 909 feet above mean sea level.

THIS COMBINATION console arrangement has been installed by WKY-TV Oklahoma City, which will begin commercial operations by mid-May or early June, according to P. A. Sugg, station manager. Console enables an engineer to control the television, FM, AM and auxiliary broadcast signals. Horace Merriman, transmitter supervisor, is testing the television monitor and controls in the center of the board. At left are the auxiliary transmitter controls. FM operations are at the right of the panel. Ninety percent of the TV transmitter installation is now complete.

TALENT TANGLE

Plan for Permanent TV Union Drafted

SETTLEMENT of the talent jurisdiction tangle in television appeared to be making considerable progress last week as a plan was being drafted to form a new permanent union called the "Four A's Television Authority."

Task of reducing the plan to writing was turned over to Georgie Price, himself active in television and recently a substitute for Milton Berle on *Texaco Star Theatre*. He began the task Wednesday.

Mr. Price, a comedian, is also senior partner in a stock brokerage firm and is a member of three 4-A branches, Actors Equity, AFRA, and AGVA. He was a founder of the organization which is now AGVA.

Should the plan he is now drafting be successful, it would end more than six months of failure on the part of actors to reach a video agreement, first by a merger of unions, then by a partnership among them.

Decision to form a new union, to be a member of the 4-A's—Associated Actors & Artists of America (AFL)—was made by a working actors committee which was handed the television union problem after the merger and partnership proposals failed.

The actors committee was made up of the presidents and at least two members of each of these branches of the 4-A's: Actors Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists. Excluded from the committee were paid officers of the branches, who it was felt, had impeded earlier efforts to reach a television agreement.

Originally, the actors committee undertook to set up a stop-gap television authority, leaving a permanent organization for later deliberations. It was felt that some solution had to be found immediately to end what actors considered chaos in fees and other matters concerning TV talent. In the course of deliberations, the actors committee decided to make the organization a permanent instead of a temporary one.

Under the plan, it was learned, all television bargaining would be done by the authority.

All members of the various 4-A branches would be entitled to hold a card in the new union while retaining all their rights in their old branch.

Members of the branches who have made one paid appearance on television would be entitled to vote in affairs of the authority.

Proportionate Representation

Representation in the governing of the new body would be divided proportionately among the 4-A branches. The proportions would be determined not by actual membership of the 4-A's but by number of members for whom a per capita tax is paid to the AFL. Financial support for the new organization would also come from the branches, with proportional payments based again on strength determined by the AFL per capita tax payments.

Thus actors would continue to pay dues to their old branches and not to the new authority. However, an actor not a member of any of the old branches will probably pay dues directly to the authority on a basis yet to be set up.

The agreement which Mr. Price will reduce to writing will be resubmitted to the actors committee. It will then have to go before the governing boards of the branches and in most cases will have to be ratified by members.

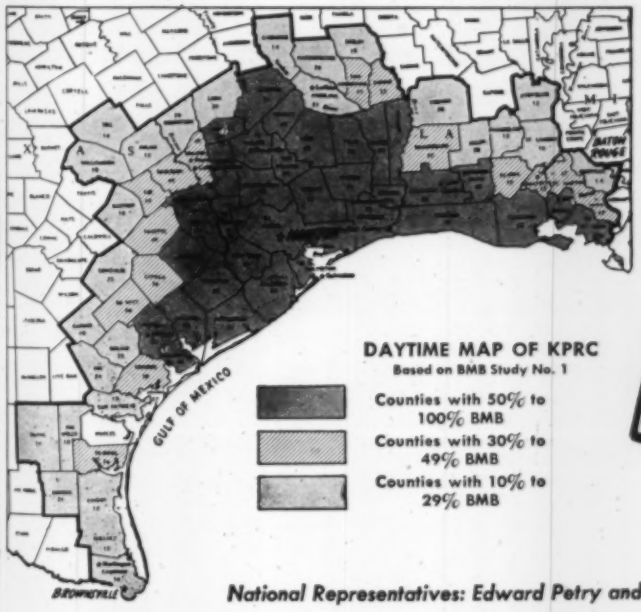
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



DAYTIME MAP OF KPRC
Based on BMB Study No. 1

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

JAMBOREE
CAPITOL

THE WORLD'S ORIGINAL RADIO JAMBOREE

Sweet Sixteen . . . and Kissed by CROWDS!

That smart programming builds listener loyalty, and listener loyalty builds fans was proved once again by radio station WWVA in Wheeling, West Virginia, on Saturday evening, February 5th. To celebrate its sixteenth birthday, the WWVA JAMBOREE—a regular Saturday night home-spun feature since 1933—was moved from its home in the 1,300-seat Virginia theater to the 3,000-seat Capitol theater.

One show—and one show only—was advertised, to begin at eight o'clock. By *seven* o'clock the theater was jammed to the proverbial rafters, the doors were closed, and thousands more still clamored for admission. They had come for miles to see the show—*their* show—the WWVA JAMBOREE and they insisted on seeing it. Result: A second show was arranged to begin at 11 o'clock that Saturday night and it, too, played to a capacity audience.

Since the origin of the show in 1933, the WWVA JAMBOREE has played to *1,300,958 paid admissions.* This is a *plus* audience to the millions who have made it a Saturday night listening habit from eight o'clock until two o'clock the following morning. The WWVA JAMBOREE pulls mail regularly from 30 Eastern states, with concentrated coverage in West Virginia, Ohio, Pennsylvania, Maryland and Virginia. It makes sales, too, for the advertisers who sponsor the WWVA JAMBOREE in quarter-hour and half-hour segments.

To Get the* Listeners . . . *Pull the* Mail . . . *Make the* Sales . . . *Use

A FORT INDUSTRY STATION

WWVA

50,000 WATTS··CBS··WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

Editorial

No Boom, No Bust

TO THOSE stations barely eking out a living the survey of business in radio reported in this issue will give encouragement.

This survey shows that keen competition is here. But it shows also that business is good. In some areas it is up ever so slightly. In others it is fractionally off. Overall the picture is a healthy one—no boom, no bust.

Lusty radio has had a steady climb in total billings since 1932. But the very growth of the medium to its present totals of 1,941 AM, 716 FM and 60 TV stations has increased its intramural competition for the advertisers' dollars. Too often this competition between broadcasters was keener than it was with the competitive printed media.

That underlines an interesting survey result. No. 1 competitor is the newspaper by a good majority. In spite of the increased number of aural stations, they come second.

Yet more surprising is the fact that TV in television markets was marked as first competitor to aural radio by only one station of the many surveyed. This bears out the oft-heard contention that telecasting is creating new advertising dollars rather than euchring them away from radio budgets. It appeals to many of the big newspaper space buyers who previously contributed only a small part of their budgets to aural radio.

Wisest heads among broadcasters are drawing the obvious conclusion. Aggregate business is not off but an era of hard selling is with us again. The station that puts the most into its sales campaigning will profit most.

Carving Tombstones

IF THE current warfare in the set field over whose receivers tune what best continues, the result can only be a staggering loss of public confidence in all makes and types of sets. And, as in past manufacturers' wars, many good brand names may disappear. Who remembers Majestic, Atwater-Kent, Kolster?

The battle has been pitched by Zenith in the TV field with its extravagant claims that "expected changes" in TV allocations won't obsolete its sets. Sen. Ed Johnson's plethora of interrogatories shot at the FCC on TV allocations have aroused further suspicion.

Meanwhile, manufacturers and dealers are slashing prices on aural receivers. The turntable battle has affected combination set sales.

Many prospective purchasers of sets are certain to hold off. That will be particularly true of TV. The automobile industry learned long ago that word could be spread quickly about new models and radical changes with the result that huge inventories would stock up. In radio, at this season, the public is being agitated by full-page ads. (That revenue, incidentally, should be going to radio and TV to build programs, and give the circulation that will propagate more circulation and increase set sales.)

There's a job to be done. It presents an opportunity to the Radio Mfrs. Assn., the NAB and the FCC to get together on a topic upon which all must agree—the welfare of the buying public. They should collaborate on a simple, forthright statement which would allay the public fear of prompt or even forseeable obsolescence of AM, FM or TV receivers or combinations under existing allocations. And the trade associations should see that such a notice gets widest possible distribution.

Pulpit Politics

IMAGINE the consternation of a station audience reverently attuned to a Sunday sermon suddenly colliding with the Third Party voice of Henry Wallace denouncing the Truman philosophy, military training and our attitude toward Russia.

Such an event provoked a tempest for WNLK Norwalk, Conn., and is having reverberations reminiscent of the atheistic incident in San Francisco of two years ago. Dr. Ben Ginzberg, president and manager of WNLK, had allotted time to the ministerial association for Sunday sermons, consistent with his thesis of community public service. The Methodist clergyman, without prior announcement, slipped the controversial Mr. Wallace into the broadcast and from the pulpit. Afterward, printed copies of the Wallace "sermon" were handed the congregation.

Dr. Ginzberg aptly described the proceeding as "Trojan horse tactics" and accused the minister of "smuggling in" a political speech.

It certainly was all of that. It could have been something more.

Dr. Ginzberg (doctor of philosophy) is a newcomer to radio. For a year-old broadcaster, he handled this affair in exemplary fashion. More experienced broadcasters, who collide with crises of a similar nature frequently, have an almost automatic way of coping with unscheduled, and unwanted, microphone appearances. They grab the plug firmly between thumb and forefinger and jerk.

This is another example of how a broadcaster, trying to perform a public service for his community, can sometimes court trouble. If complaints were filed with the FCC the station's license could be set down for hearing, a temporary renewal issued, the station's business raided, with an unnecessary loss of time and money and prestige. This shouldn't and probably won't happen in the case of WNLK.

Something akin to it happened in the atheistic case, when the FCC ruled that nonbelievers have right to access to the microphone on equal footing with theists.

Is It a Joke, Son?

SINCE the lusty new born baby, Radio, uttered its first sputter, cartoonists have used it as a prime target for every type of gag. Radio's very popularity makes it a good vehicle for humorous illustration.

Some are very funny. We've laughed at them for years. And with the advent of television the new visual angle has offered newspaper and magazine funnymen an apparently unlimited new train of ideas.

But within the past few months a new note seems to be entering many of the syndicated strips. Humor is a secondary consideration. The "must" in many a newspaper radio cartoon is a lusty slap at the medium itself. The punch line may be only slightly humorous as long as it has a jolt for radio or a comparison with printed media in which radio always comes out second best.

Last week a New York daily carried two such national syndicated strips in a single paper. One in any issue of a metropolitan daily is becoming commonplace.

It's easy to see the thinking behind this premeditated campaign. With sound and visual radio taking an increasingly healthy slice of the retail advertising dollar the printed media boys are going to work. The india ink artists, being human, know what their bosses like.

It is the most insidious kind of propoganda—until the public gets on to it.

Our Respects To —

JACK SPURGEON YOUNTS

AS ONE of the smallest markets in the U. S., Southern Pines, N. C. (population 3,000), owes much of its fame to three factors: (1) it supports two radio stations; (2) as a winter resort town, it is situated a stone's throw from Pinehurst, famous golf capital, and (3) many World War II veterans from nearby Fort Bragg and maneuver areas recall, with nostalgic wistfulness, the long-leaf pines and rich shrubbery which remain green the year around.

Radio did not come to Southern Pines until 1947. But when it bloomed the stations drew unqualified support—moral and economic—from citizenry and officialdom alike.

The man behind the town's WEEB (1 kw, MBS affiliate), is Jack Spurgeon Younts, who, together with his wife Elizabeth, owns two-thirds of the stock in Sandhill Community Broadcasters Inc., licensee. Under their active wing—Mr. Younts is president and general manager, Mrs. Younts, program and promotion manager—the station has proved a profitable venture. Together they shot WEEB out of the red in a matter of 11 months.

A member of the North Carolina Assn. of Broadcasters, Mr. Younts was named secretary-treasurer at its annual meeting in Southern Pines last October [BROADCASTING, Nov. 1, 1948].

Born Nov. 21, 1917, in Greensboro, N. C., Jack Younts was educated in Greensboro public schools. He attended Riverside Military Academy at Gainesville, Ga., and joined its band. At Duke U. he served as drum major of the band and publicity manager of Duke's Instrumental Music Assn.

Mr. Younts turned to engineering in 1937, leaving Duke to enter North Carolina State College. He did not forsake his musical associations, however, and became business manager of the college's concert band and drum colonel of the drum-and-bugle corps. He also conducted a column in the college newspaper.

In early 1939 Mr. Younts set out in the business world, working for the Jefferson Standard Life Insurance Co. in Greensboro, and later in Raleigh and Atlanta.

Mr. Younts was among the first 500 U. S. college men accepted for training in the Navy Reserve Midshipman School. Passing the Navy's minimum weight requirements, the Carolinian attended Second Naval school aboard the *U. S. S. Illinois* in New York during the winter 1940-41. After school he re-

(Continued on page 48)

The Beauty of it is...

GRAND COULEE DAM . . . largest there is, supplies power for Northwest industry to the humming tune of nearly 8 billion kilowatt hours of electrical energy. That's power for (among many others) the great aluminum plants which produce half the nation's primary aluminum!

BUYING TIME ON KJR . . . you reach 1,178,303 listeners in a market that's industrially alive—unlimited — growing!

"And the beauty of it is," KJR's 5000 watts at 950 kc. penetrate this market with 90% coverage of the important area reached by any 50,000 watts—at far more economical rates! Comparison proves * KJR's plus value to any advertiser in the Puget Sound country!

For more "beautiful" facts, talk with AVERY-KNODEL, Inc.

**Check your B. M. B.*

KJR

SEATTLE ★ **5000 WATTS AT 950 kc.** . . . . . .

A Marshall Field Station **for Western Washington**

An Affiliate of the American Broadcasting Company

Management

JACK HEINTZ, general manager of KUSN and KSDO (FM) San Diego, has been elected vice president of San Diego Broadcasting Co., operator of those stations.

JAMES R. BLAIR, president of WDEC Americus, Ga., has assumed post of general manager. **CHARLES C. SMITH** has been appointed station manager.

ALLEN MILLER, former executive head of the Rocky Mountain Radio Council in Denver, has taken over new duties as director of radio activities at State College of Washington, including management of KWSC Pullman.

Mr. Miller

BERT BANK, general manager and partner at WTBC Tuscaloosa, Ala., has been elected president of Junior Chamber of Commerce, and his partner, **LaMAR BRANSCOMB,** was elected president of Senior Chamber of Tuscaloosa.

NUMA FABRE Jr. has been appointed manager of WVVW Fairmont, W. Va. Mr. Fabre was formerly manager of WNAR Norristown, Pa., and WAJR Morgantown, W. Va.

ROY MORRIS, assistant manager and program director of WJIG Tullahoma, Tenn., has been appointed manager of station. Mr. Morris succeeds **R. G. TANNER** who resigns effective today (March 21) to assume duties of commercial manager at WINZ Miami Beach, Fla.

RICHARD G. FICHTHORN, commercial manager of WHUM Reading, Pa., was elected assistant to vice president and general manager, **ROBERT G. MAGEE,** at annual board meeting of Eastern Radio Corp., WHUM licensee.

GRANT POLLOCK, formerly manager of W. S. Grant & Co., Los Angeles (radio representative), has joined KVON Napa, Calif., as manager.

GEORGE CHANDLER, CJOR Vancouver, has been reelected president of the British Columbia Assn. of Broadcasters. **J. W. B. BROWNE,** CKOV Kelowna, was elected vice president, and **JACK PILLING,** CHWK Chilliwack, as director.

DOROTHY LEWIS, coordinator, women's broadcasts for United Nations, since last spring, has been appointed coordinator, U. S. station relations, under the direction of **GERALD KEAN,** supervisor of radio, English language service of the UN. Prior to her association with UN, Mrs. Lewis was director of women's activities of the NAB.

STERLING W. FISHER, NBC manager of public affairs and education, will participate in the Second National Conference of the United States National Commission for UNESCO, of which he is an advisor, from March 31 through April 2 in Cleveland.

Respects

(Continued from page 46)

turned to North Carolina and marking time, served as clerk of his local draft board.

Succumbing to natural embarrassment—he had to induct several of his erstwhile college fraternity brothers—Mr. Younts went to work for General Motors Corps in his home state. In July 1942 GMC placed him with the Air Service Command as a technical inspector. That December he married the former Elizabeth Mendenhall.

Midshipman Younts returned to the Navy in April 1943 and was assigned to the North Atlantic Seaplane squadron at Marine Base, LaGuardia Field. Four months later he found himself in South America where, for a year, he had charge of Naval Air Transport Service (seaplane operation), between Fortleza and Rio. Returning to the states, he was re-assigned to American Export Airlines at LaGuardia Field, and served as liaison between the airlines and Navy Priorities Control.

After discharge from the Navy, Mr. Younts continued with American Export as maintenance information coordinator and chief of ground operations. Later he served with American Overseas Airlines.

Meanwhile his better half, using the professional name Betty Hall, had transferred her organ-playing abilities from NBC to the offspring Blue Network.

Quest for Right Place

Mr. and Mrs. Younts became firmly convinced that a small radio station somewhere in North Carolina would be nice to own. With that objective in mind, Mr. Younts spent every available minute learning radio from his friends with the two networks in the RCA building, or with agencies and station representatives. The next question that posed itself: What was the "perfect spot" in North Carolina for a radio station?

In the summer of 1946, Jack and Betty Younts set forth to canvas the state methodically, and came up with Southern Pines. Mr. Younts returned to New York, burned some midnight oil over the market, and finally concluded that a properly planned station with a small initial investment was financially feasible.

Mr. Younts then left for Southern Pines to lay the ground work, including public relations. He returned to New York with a fistfull of endorsements from civic groups. The town board of Southern Pines also voted to provide free land for construction of the station.

While in the process of forming a corporation and filing an application, another applicant stepped in and beat Mr. Younts to the punch. The Carolinian returned to his home state, gave all endorsers an opportunity to withdraw (which they didn't) and went to Washington to file for a 250 w station. Then, with the advent of clear channel hearings, he re-filed for 1 kw. It was granted in July 1947.

Rodney Chipp, then chief engineer at ABC (now chief engineer of DuMont TV operations), spearheaded the advisory staff that blueprinted WEEB. Messrs. Chipp and Younts did the "spade work," buying equipment and planning installation of WEEB.

Meanwhile, Sterling, Grace & Co., a Wall Street firm, had evidenced a desire to invest in a radio station and in a "young man to steer the operation." At the time Mr. Younts had no stock available for sale. When later his original partner was unable to take active part, David R. and Oliver R. Grace moved in, along with a third stockholder, John Mare, financial manager of the Corning interests.

The Graces and Mr. Mare each purchased 11 1/9% stock, with the remaining 66⅔% retained by Jack and Betty Younts as co-owners. Mr. Younts was elected president; his wife secretary-treasurer, and Mr. Mare vice president of the corporation, Sandhill Community Broadcasters Inc.

The initial investment of WEEB, including equipment and organization costs, approximated between $15,000 and $20,000. Operation continues on an economical basis, with a minimum of personnel. WEEB does not use a transcription service and has stated that, on the basis of Mutual's sustaining and co-op offerings, it anticipates none in the future.

The station supplements records with Hammond organ programs given by Mrs. Younts.

Enterprising in his social and civic contacts, Jack Younts is radio officer for the Dept. of North Carolina, Veterans of Foreign Wars; district public relations chairman for American Legion, and active in the Kiwanis, Elks, Moore County Cancer Society executive committee and the Sandpipers Golf Club.

One of his local achievements was founding of the Ministerial Assn., a smooth-functioning group of ministers, for regulation of their radio activities in counties served by WEEB. He contributes the 11 a.m.-12 noon Sunday period to church services, repeatedly spurning potential advertisers.

Outstanding climax of WEEB's first year of operation (1948) was former Secretary of State Marshall's national address fed to ABC through WEEB's Mutual facilities. After the network talk, Gen. Marshall continued with a personal address to the station's listeners in Moore County.

KEAN HEADS FIRM

Offers Engineer Services

WALTER F. KEAN, former manager of Andrew Corp.'s broadcast consulting division, has announced formation of a consulting engineering firm under his name. Headquarters are at 114 Northgate Rd., Riverside, Ill., a Chicago suburb.

Mr. Kean

New firm offers broadcasters design and allocation facilities and complete field engineering service, including field intensity measurements for FM and TV.

Mr. Kean, member of the Institute of Radio Engineers and the American Institute of Electrical Engineers, spent the war years as project engineer on radio and radar at the Hawthorne works of Western Electric Co., Chicago. He joined Andrew Corp., Chicago, in 1944. He organized firm's consulting engineering division and managed it for five years.

FORD station wagon won by KTUC Tucson, Ariz., for its promotion of *Ford Theatre* [BROADCASTING, March 14] is presented to Lee Little (second from r), KTUC manager. L to r: J. P. Roberts, branch manager of Ford Motor Co., Long Beach, Calif., who made presentation; Monte Mansfield, Tucson Ford dealer; Mr. Little, and W. A. Chalmers, account executive on Ford account for Kenyon & Eckhardt, New York, Ford agency.

YOU MIGHT GET A 175-POUND WOLF*—

BUT . . .

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

If you want to sell via radio in Western Michigan, radio stations *within the area* are a definite "must"!

The reason is simple . . . Western Michigan has a "fading" condition almost without equal in the country. In our area, distant stations just don't come through consistently—they have *weak* signals, they fade *badly*, and they usually have a background of heavy *static*. The result is that Western Michigan folks behind this "wall of fading" listen to their own stations—seldom even *try* for "outside" stations!

For advertisers interested in the rich Western Michigan market, WKZO-WJEF are the effective and easy answer: Broadcasting from Kalamazoo and Grand Rapids, these two stations give remarkable coverage of Western Michigan. Projecting our ratings to the number of radio homes in these two cities, you will find that WKZO-WJEF give you nearly 23% more *city* listeners than the next best two-station combination. And analyzing BMB figures, you find even *more* evidence of superiority in rural areas. Yet both stations are available at an especially attractive combination rate which saves you about 30%!

Write to us or to Avery-Knodel, Inc. today for all the facts.

* *A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

here's proof...

Championship programming pays off on

WCFL

CHICAGO

1,000 on the Dial • 50,000 Watts

DECEMBER 1948

SUNDAY . . . 12:00 NOON TO 3:00 P.M.

STATION	SHARE OF AUDIENCE*
WCFL	31.6
Station A	14.2
Station B	12.2
Station C	11.9
Station D	11.9
Station E	7.7
FM and TV	10.5

*From Hooper Station Listening Index.

An imposing array of first-rate sports attractions—Notre Dame football, Chicago Cardinal football, and Blackhawk hockey—are WCFL highlights. Unexcelled programming of fine music is also a special feature of this station. Top entertainment and WCFL's economical rates combine to give the best all-round radio time buy in the rich Chicago market!

A plus factor in audience loyalty . . . There's a Union member in two of every three families in the great Chicago area—a foundation upon which The Voice of Labor is building one of the most responsive, product-buying markets in radio today.

WCFL

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

FCC PROPOSALS

Three to Be Granted

PROPOSED decisions were announced by FCC last week to:

Grant WLOE Leaksville, N. C., power boost on 1490 kc from 100 w to 250 w.

Grant application of Orange Empire Broadcasting Co. for new station at Redlands, Calif., on 990 kc, 1 kw, daytime.

Grant application of Agnes Jane Reeves Greer for new station at Dover, Ohio, on 1450 kc, 250 w, fulltime.

All three of the proceedings involve questions of interference to existing stations but the Commission ruled this factor out in each case because of other considerations.

WLOE, owned by Douglas L. Craddock, operating with increased power would cause slight interference to WBIG Greensboro and WSSB Durham, N. C., the Commission found, but this was not considered excessive. It was found the more efficient use of the facility would serve more people with a primary service.

The new Redlands station would be the first local service there, the FCC said. Slight mutual interference with KFWB Los Angeles and from XECL Mexicali, Mexico, was ruled as not warranting denial.

Likewise, the new Dover outlet would be the first local station in that city. Mutual interference would exist between the proposed station and WJPA Washington, Pa., and WLEC Sandusky, Ohio, the Commission found, and slight interference would be suffered from WPAR Parkersburg, W. Va. The areas affected, however, receive other services, the decision indicated.

Mrs. Greer is majority owner of WAJR-AM-FM Morgantown, W. Va., and permittee of a new FM station at Pittsburgh.

Orange Empire Broadcasting is headed by E. J. Roberts, president and 75% owner of wholesale floor covering firm in Redlands bearing his name. He is president and 43% owner of the applicant. Others include: Dr. W. R. Quinn, vice president 12%; E. A. Nutter, orange grower, secretary 12%; L. P. Sherer, contractor, treasurer 12%; H. R. Marsh, orange grower, director 12%; estate of E. I. Hoffman, now deceased and former president and general manager of WMIN St. Paul, director 8.6%, and J. B. Stone, postmaster, director 0.022%.

Alabama Meeting

ALABAMA Broadcasters Assn. will hold its spring meeting at the Admiral Semmes Hotel in Mobile on April 1 and 2. Henry P. Johnston, WSGN Birmingham managing director and association president, announced the dates last week. A meeting of special committees and the association's board of directors will be held March 31, Mr. Johnston said.

GE SALES POST

Weil to Supervise Stations

ANNOUNCEMENT was made last week that Eugene P. Weil has accepted the position of supervisor of sales for WGY WGFM (FM) WRGB (TV), General Electric stations in Schenectady, N. Y.

Mr. Weil

The announcement was made by G. Emerson Markham, manager of the stations.

Mr. Weil was formerly sales and promotion manager of WABY Albany, N. Y., and prior to that had been general manager of WJRD Tuscaloosa, Ala.; general manager of WGWC Selma, Ala., and held the same post with WLAQ Rome, Ga.

RWG CONTRACT

Completed, Being Checked

DRAFTING of the contract for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors has been completed and now is being checked by attorneys for both sides, it was learned Thursday. The agreement, reduced to writing by Austin M. Fisher, management representative, was received by the union at a joint union-management meeting in New York March 11. It was said that no new issues developed and that both sides now will check to see whether all elements orally agreed to are incorporated in the document.

A further joint meeting is to be held whereupon, if no hitch develops, the agreement will be sent to members of both sides for ratification. Main provisions cover retention of script rights and fee minimums.

ABC SALES DEVICE

To Use 'Sneak' Previews

AUDITIONING of programs for the public is latest device by which ABC hopes to sell its newly created shows to agencies and prospective sponsors.

According to Charles C. Barry, network's vice president in charge of television, a series of video shows has been selected in recent weeks, and presented in good viewing periods for public reaction. Video recordings for showing at any time to prospective clients have been made from these "sneak" previews, he reports.

PHILCO Corp. announced March promotion program that will permit dealers to reduce the price on some radios and radio-phonographs six to 15%. Price reductions range from $2.45 to $50.

The BILL ELLIOTT SHOW

A NEW PACKAGE RADIO SHOW BEING SOLD DIRECTLY TO BAKERS

This is an outstanding promotional package—not just a transcribed radio program. For that reason, it is being sold directly to bakers for their sponsorship over local stations. It includes: outdoor posters, newspaper ads, point-of-purchase-material, bread wrappers and end stickers, as well as a 15 minute—5 times a week transcribed radio show.

PRODUCED BY A BAKER FOR BAKERS EXCLUSIVELY

This promotional package was conceived by Al M. Cadwell, former president of Tri State Bakers Association and 15 years General Manager and Vice President of Cotton's Holsum Bakery, Baton Rouge. His own knowledge of what bakers need in the way of package radio shows give this program the completeness that others may lack. Because it is a complete promotional package it is being sold direct to bakers. This merchandising plan means quick time sales, satisfied sponsors, and trouble free supporting promotion. If you know of a baker in your territory who is looking for an outstanding Radio Show and promotional package, please use the coupon below.

BILL ELLIOTT ENTERPRISES, INC.
9165 SUNSET BLVD., HOLLYWOOD 46, CALIF.

Bill Elliott Enterprises
Box 567 Hollywood, Calif.

The following bakery may be interested in your program.

Name.....
Address.....
City..... State.....

Radio Station.....
City..... State.....
By.....

Telestatus

(Continued from page 38)

TV manufacturers, big tobacco companies, and apparel and auto manufacturers. In spot advertising food and beer advertisers are the most frequent.

Locally, radio and TV dealers are the best TV customers, with auto dealers, apparel shops and food stores next in that order. Appliance dealers and general retail stores are often local advertisers on TV. (See Table IV).

Combining all three categories, radio and TV was the heaviest buying product for TV time, food was next and automotive advertising a close third. Drugs and remedies, toiletries and household soaps, cleansers and polishes, which in AM are the biggest buyers of time, are far down the list in TV.

On the other hand, TV has inspired many non-AM users to try the new broadcast medium—witness the relatively high proportion of auto, banks and insurance companies, and real estate companies that have used TV in its earliest stages of commercial development.

Video Programming

Sports, variety and dramatic programming occupy a major share of the video sponsorship at this writing. Together, these three account for about 60% of the total sponsored time during any week. Most of the variety and dramatic shows are live, network-originated, while nearly all sports broadcasts are local in origin—wrestling, boxing and basketball in the current season. (See Tables V, VI).

Next in the program lineup are audience participation programs, news and children's shows. The present programming satisfies the requirements of a majority of viewers—the 83% of the women who like entertainment and the 87% of the men who want sports programming on the television screen [BROADCASTING, March 7, Newell-Emmett Survey].

Breakdowns of programming by type, and by method of presentation are given in Table VI. The full 710 hours and 34 minutes of sponsored time during the week of February 6-12 is categorized in this table.

News Split

It can be seen that most of the news programming is split 50-50 between live and film presentation. Film is the major vehicle for commercial announcements, accounting for 17 of 24 hours of announcements.

Live programming accounted for 58.3% of all sponsored time, and remotes another 27.6%. Film, including announcements, was shown 9% of the time, and the remainder of the sponsored hours consisted of a combination of film and slide, live and slide or live and film presentation. (See Table VII).

Nearly all network shows were live presentations—about 36 hours of the 410 were remote broadcasts. Locally, the story was different: 54 hours of live programming, 58 hours of film, and the bulk in sports remotes—about 160 hours.

In spite of the low percentage of live programming done locally, there was more last month than ever before. The mainstay for the local operator is still dramatic sports programming which brings the most exciting action into the set-owner's living room.

On the networks it is a different story. Big name talent—dancing, music, drama, comedy—in brief, the great show business in all its many facets, is to be seen on the video screen.

TABLE V
RANK OF SPONSORED VIDEO PROGRAMS BY TOTAL HOURS
(Jan.-Feb. 1949)

Program Type	Rank Feb.	Rank Jan.
Sports	1	1
Variety	2	2
Dramatic	3	3
Audience Part.	4	10
News	5	4
Children's	6	6
Announcements	7	5
Educational	8	7
Quiz	9	9
Discussion	10	11
Musical	11	8
Household, Shopping & Women's	12	12
Special Events	13	14
Fashion	14	13
Miscellaneous	15	15

* * *

TABLE VII
VIDEO PROGRAMMING METHODS

	Network	Local Spot	Total	% of Total
Live	359:45	54:16	414:01	58.3
Remote	36:30	159:51	196:21	27.6
Film	5:15	58:03	63:18	9.0
Live-Film Combination		18:13	18:13	2.4
Live-Slide Combination		16:21	16:21	2.3
All Others:		2:20	2:20	.4
	401:30	309:04	710:34	100.0

* * *

TRANSFERS

FCC Approval Given In Seven Cases

CONSENT was granted by FCC last week to acquisition of control of WLTC Gastonia, N. C., by James B. Petty and family for $65,000 and to sale of WEGO Concord, N. C., by Wayne M. Nelson for $50,000 to the Concord *Tribune*.

Five other station transfers, not previously reported, also have been approved by the FCC. These include WJOC Jamestown, N. Y.; KTRE Lufkin, Tex.; WFYC Alma, Mich.; KIWW San Antonio, and WTVL Waterville, Me.

Details of the transactions follow:

WLTC Gastonia, N. C. — Granted transfer of control of Gastonia Broadcasting Service Inc., licensee, through sale by Phil P. Jackson and Allen H. Smith each of 21.75% interest for combined consideration of $65,000. Stock is purchased by James B. Petty, president and already 25.2% owner, and Mrs. Jessie M. P. Snyder and William C. Petty. Company will be owned as follows: James Petty 45.8%, Mrs. Snyder 14%, William Petty 9%, Carl Howard 12.5%, W. E. Abernathy 14.7% and Dr. M. E. Woody Jr. 3.7%. Latter three retain original interests. WLTC is assigned 1 kw day on 1370 kc.

WEGO Concord, N. C.—Granted assignment of license from Wayne M. Nelson, sole owner, to The Concord Tribune Inc. for $50,000. Mr. Nelson is licensee of WAYN Rockingham, N. C., and 75% owner WWNF Fayetteville, N. C. WEGO buyer is publisher of daily Tribune there. A. W. Huckle is president and 60.71% owner. WEGO is assigned 1 kw day on 1410 kc.

The following transfers, not previously reported, also have been approved by the Commission:

KTRE Lufkin, Tex.—Granted relinquishment of negative control of Forest Capital Broadcasting Co., licensee, by E. L. Kurth Sr. through recapitalization of station and issuance of new stock to number of new stockholders. Mr. Kurth's 50% interest is thus reduced to 15.8% but that and holdings of two other original stockholders—a combined holding of 57.8%—is retained. KTRE is assigned 1 kw on 1420 kc.

WJOC Jamestown, N. Y.—Granted acquisition of control of Air Waves Inc., licensee, by Harry E. Layman, who with his wife is already 50% owner. He purchases 50% interest of Robert L. Blalock. Consideration is $13,000 plus one-third interest in WASL Annapolis, Md., owned by Mr. Layman. Mr. Blalock with his wife already holds one-third interest in WASL. Action does not include approval of WASL stock switch. WJOC is assigned 1 kw day on 1470 kc.

WFYC Alma, Mich.—Granted acquisition of control by Merle E. Rhoads. When station was granted Mr. Rhoads and Cleon Van Riper each subscribed to 50% interest but when subscriptions were called Mr. Rhoads took 75 shares and Mr. Van Riper 30 shares. WFYC is assigned 1 kw day on 1280 kc.

KIWW San Antonio—Granted relinquishment of control of Good Neighbor Broadcasting Co., licensee, by Joe Olivares, 55% owner, who sells 15% for $4,000 to Manuel Leal, station general manager and 25% owner. L. K. Richards retains 20% holding. KIWW is assigned 250 w on 1240 kc.

WTVL Waterville, Me.—Granted acquisition of control of Kennebec Broadcasting Co., licensee, by Carleton D. Brown, president and general manager, from several stockholders. Transfer involves reissue of corporate stock for services and financial assistance with Mr. Brown becoming majority stockholder. WTVL is assigned 250 w on 1490 kc.

WCVA BEGINS

Daytime on 1490 kc, 250 w

NEW daytime outlet, WCVA Culpeper, Va., began operations late last month on 1490 kc with 250 w. Owned by the Culpeper Broadcasting Co., station programs 17 hours a day, according to George Flowers, managing director.

WCVA is affiliated with the Keystone Broadcasting System and uses Standard Radio and Lang-Worth transcription services, and United Press news. Gates equipment is used throughout.

Staff members, in addition to Mr. Flowers, who was formerly with WHCC Waynesville, WJRI Lenoir, WHKY Hickory, N.C., are:

Program director, Ted Adams, formerly with WHKY and WAIR Winston-Salem; chief announcer, Bob Smith; announcers, Homer Quann and John Evans; commercial manager, R. U. "Sporty" Blankenbaker; chief engineer, Jim Byrd, formerly with WNCA Asheville, N. C., and WMRA Myrtle Beach, S. C.; director of women's activities and receptionist, Joyce Harlow.

TV Set Report

TV SET figures reported to BROADCASTING during past week.

St. Louis—22,500 as of March 1, reported by Union Electric Co. of Missouri.

Cincinnati—17,079 as of March 1, reported by Crosley Broadcasting Co. (WLWT).

Cleveland—30,402 as of March 1, survey by Western Reserve U. Bureau of Business Research, reported by WEWS (TV).

Milwaukee—19,015 as of March 1, reported by WTMJ-TV Milwaukee.

Boston—53,645 as of March 1, reported by WNAC-TV and WBZ-TV, both Boston.

Buffalo, N. Y.—15,469 as of Feb. 28, compiled by Buffalo Niagara Electric Co., reported by WBEN-TV Buffalo.

Los Angeles—101,952 as of Feb. 28, reported by Southern California Radio & Electrical Appliance Assn.

TABLE VI
SPONSORED COMMERCIAL TIME BY PROGRAM TYPE & PRODUCTION METHOD
(Hrs.-Min.)

Program Type	Studio Live	Studio Film	Studio Live & Film	Studio Live & Slide	Studio, Film & Slide	Studio Live Film & Slide	Remote	Total	% of Total Time
Audience Participation	50:40	:30	—	:38	—	—	1:00	52:48	7.4
Children's Programs	40:17	:40	:20	—	—	—	:30	41:47	5.9
Discussion	18:30	—	—	—	—	—	1:00	19:30	2.7
Dramatic	55:30	11:26	—	2:30	—	—	—	69:26	9.8
Educational	19:72	1:55	:32	2:00	—	—	—	24:39	3.4
Fashion	1:57	:40	:34	—	—	—	:30	3:41	0.5
Household Hints & Women's Program	8:50	:11	:25	:25	—	—	—	9:50	1.5
Musical	12:37	:38	:30	1:11	:02	—	—	15:08	2.2
News	18:57	18:59	7:17	1:58	—	:15	—	47:26	6.7
Quiz	18:40	:30	1:30	:21	—	:15	:45	22:01	3.1
Sports & Sports News	6:47	2:38	3:35	:28	—	:15	188:33	202:06	28.4
Special Events	—	—	—	—	—	—	4:03	4:03	0.6
Variety	158:40	3:51	1:31	:32	—	—	—	164:34	23.2
Weather	:30	:18	1:04	:17	—	:06	—	2:15	4.3
Time Signals	:11	3:03	:06	:57	:01	:15	—	4:33	
Announcements	:59	17:22	1:23	4:25	:26	—	—	24:35	
Miscellaneous & Unclassified	:44	:37	—	:05	:45	—	—	2:11	0.3
Totals	414:01	63:18	18:13	16:21	1:14	1:06	196:21	710:34	100.0

For the finest sound, just pick from this line...

755A—8" direct radiator, 8 watts, 70-13,000 cycles.
756A—10" direct radiator, 20 watts, 65-10,000 cycles.
757A—dual unit system, 30 watts, 60-15,000 cycles.
728B—12" direct radiator, 30 watts, 60-10,000 cycles.
754A—12" direct radiator, extra high efficiency, 15 watts, 60-10,000 cycles.
754B—12" direct radiator, for outdoor use, 50 watts, 60-10,000 cycles.

★ NO MATTER what your loudspeaker needs may be, one of these five Western Electric types will fit like a glove!

If you're looking for *superlative* reproduction, you can't beat the dual unit 757A, with its unequaled combination of efficiency, frequency response and power capacity.

If you want the finest in direct radiators, you'll get just that in any one of the four Western Electric types—simply pick the *power* you need.

All types are available for immediate delivery. Call your nearest Graybar Representative or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Distributed by Graybar — Offices in 100 Principal Cities

Western Electric

—QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

AWB REORGANIZATION

To Be NAB Dept.

By JANE PINKERTON

BUSINESS brunch concluded the sixth annual convention of the Assn. of Women Broadcasters at Chicago's Drake Hotel Sunday morning, March 13, when members of the executive board recapped the three-day proceedings.

Highlight of the AWB sessions was the March 11 vote to reorganize the women's association into an NAB department with Pat Griffith becoming executive secretary of the AWB, handling administrative work and reporting direct to the NAB [BROADCASTING, March 14]. Approved by the AWB board in January and the NAB board last month, the proposal specifies national officers will be eliminated, and the AWB will be represented in the NAB by seven active and four network non-members in a standing executive committee, to be chosen from 17 district chairmen.

Miss Griffith presided at a panel discussion on "Television, the Eyes of Tomorrow," March 12. Fran Harris, TV director at Ruthrauff & Ryan, Chicago, was moderator. Guests included Ruth Crane, AWB president, WMAL-TV Washington; Norma Richards, treasurer, WSPD-TV Toledo; Martha Gaston, District 16 chairman, KFOX Long Beach, Calif.; Rita Hackett, WLWT (TV) Cincinnati, and Edythe Fern Melrose, WXYZ-TV Detroit.

Gaston Conclusions

Terming video "the marriage of business and show business," Miss Gaston outlined personal conclusions: repetitious advertising is not acceptable, stations should have special showings of film commercials for clients, live shows with film inserts offer "more complete drama," and film shows and commercials have a uniformity difficult for a studio show to equal.

Importance of realistic and adequate stage sets was stressed by Miss Hackett, who talked of "Television—Let's Throw Away the Book." She explained why—on her show—"gimmicks are used in the same way as sound effects on AM" and why music has proved to be a good background for talking sequences.

Show ideas were sketched for women broadcasters by Miss Crane. She reminded them "we are not entertainers, just middlemen, and interest should be centered on the subject-matter." Predicting that "fashion in television won't come into its own until color is added," Miss Crane dissected the format of her show, *The Modern Woman*, explaining that she uses no interviews and a lot of demonstrations.

Sales will happen "in a way that's bigger and better than ever before if (1) your program is entertaining so the audience is there, (2) you can convince the audience that you speak from experience and (3) you can back your program with a sound merchandising plan calling for specific returns," in the opinion of Miss Melrose, conductor of *House O' Charm* and *Charm Time* from her own home and the WXYZ-TV kitchen.

Miss Melrose explained that she convinced her audience she could cook by broadcasting and telecasting from a kitchen. She concluded by asserting that manufacturers should "never forget they cannot put high Hoopers into their bank accounts—it takes sales. . . ."

Saturday Sessions

The Saturday morning business sessions featured discussion groups talking on "The Woman Broadcaster and Her Station Manager" and "New Ideas for Women's Programs." In the former, Harold Safford, program manager at WLS Chicago, specified qualities which make women valuable to the industry.

Anne Hayes, AWB District 10 chairman from WMT Cedar Rapids, Iowa, moderated the panel, which included William B. Quarton, manager, WMT; Marie Clifford, WHFC Cicero, Ill.; and a representative of the U. S. Dept. of Agriculture.

Beulah Karney, Illinois state chairman from WENR-ABC Chicago, conducted the women's programs panel, which introduced Mary Louise Marshall, WOC Davenport, Iowa; Julie Benell, WFAA Dallas and Priscilla Fortescue, WEEI Boston. Miss Marshall listed topics about which listeners wish to hear more: books, magazine articles, home sewing, simple health hints, interior decoration and remodeling of homes, local schools, maternity clothing, layettes, development of hobbies and gardening.

Miss Griffith conducted, and Robert K. Richards, NAB director of public relations and publications moderated, a group discussing "Coordinating AWB-NAB." Participants were Harold Fair, director of NAB program department; Lee Hart, assistant director of broadcast advertising, NAB, and Maurice B. Mitchell, director of broadcast advertising, NAB.

* * *

* * *

IT WAS SMILES all around as photographer caught these three groups at the Assn. of Women Broadcasters meeting in Chicago.

Left photo (to r)—Cecelia Butler, WLAM Lewiston, Me.; Marguerite Staples, WTVL Waterville, Me., and Mary Aileen Ranney, WROW Albany, N. Y.

Middle photo—Rita Hackett, star of '49, *The Magazine of Television*, WLWT (TV) Cincinnati, and Fran Harris, Ruthrauff & Ryan, Chicago, who was moderator of television panel.

Right photo—Pat Griffith, NAB director of women's activities; Ruth Crane, WMAL Washington, AWB president; Mayor Martin H. Kennelly of Chicago, who extended city's welcome to the women broadcasters, and Elizabeth E. Marshall, convention chairman. Miss Marshall is with WBEZ, Chicago Board of Education station.

NARSR

Charges Could Justify Boomerang Ruling, Replies NBC

NBC TOLD FCC last week that some of the arguments against network activities in the field of station representation would, if correct, justify a rule against such representation by members of the National Assn. of Radio Station Representatives, too.

The claim was made in a memorandum replying to the charges of NARSR as summarized in briefs filed earlier this month [BROADCASTING, March 7]. CBS and ABC as well as NBC filed replies. None had been received from NARSR and the Edward Petry Co., which is participating in the case both as a NARSR member and individually.

The independent representatives claim the networks, in representing affiliates in the sale of national spot advertising, violate the spirit if not the letter of FCC's network rules and that such representation should be prohibited. In their replies, the networks contended the independent representatives failed to support their charges with facts.

NBC said the Petry & Co. brief asked FCC to exclude networks from station representation because of a "possibility" they might do wrong. Such a theory "lacks the saving grace of common sense," the network asserted, adding that on that theory the NARSR members themselves might be prohibited from representing stations.

"If the Commission is to undertake to regulate against all possibilities," NBC said, "its regulations will be limited only by the fertility of the human mind." The network charged that "the protection and increase of complainants' profits is the only purpose of their requested regulation."

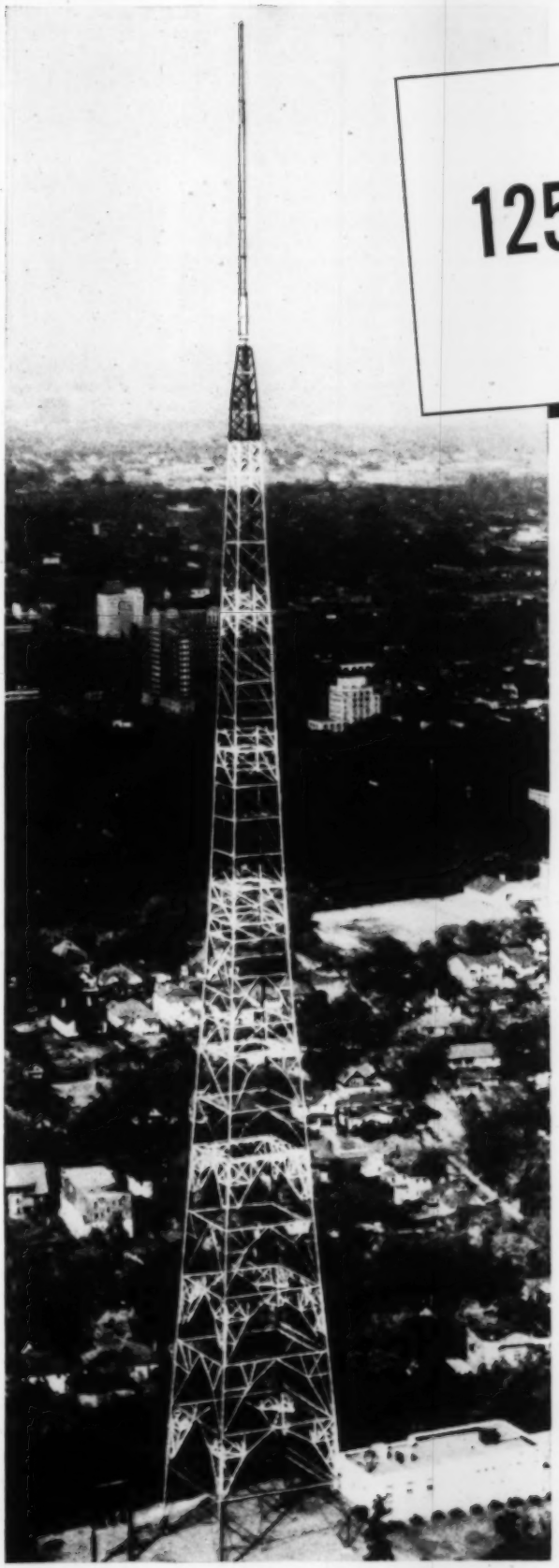
CBS said the independent representatives' position "utterly ignores the hundreds of pages of testimony which establish the facts of station representation" by networks, but is merely a restatement of "many of their arguments and theories advanced in the guise of testimony at the hearing."

ABC claimed that NARSR "frankly bases its case on fears for the future rather than upon present or past happenings or conditions." The network said that "in the 17 years since spot representation of affiliates by networks began, the record does not show any instances in which, by virtue of such representation, the interests of the affiliates or of the public were impaired." Rather, ABC said, stations and public have benefited.

Ball Appointment

DON BALL, manager of the editing division at WCBS New York, has been appointed program director of the key CBS outlet, G. Richard Swift, general manager, announced. He will also continue his duties in the editing division. Mr. Ball, who entered radio in 1928, has been with CBS for almost 20 years, during which time he has served as announcer, producer-director, assistant director of production and network operations as well as in the editing department, and finally department manager.

Mr. Ball



A 125,000 SQ. MILE BLANKET!

The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW KNOX

Distributed by GraybaR

BLAW-KNOX
ANTENNA TOWERS

FACILITY CHANGES

Granted Four by FCC

ORDER was adopted by FCC last week to delete WONO Oneonta, N. Y. (250 w day on 1110 kc) and in lieu to grant the same group a new station permit for 250 w day on 900 kc at Saratoga Springs, N. Y. Three existing stations received changes in facilities.

W L O W Norfolk, Va., was granted switch in frequency from 1590 kc to 1410 kc, using 1 kw daytime.

WDXI Jackson, Tenn., was authorized to change from 1 kw day to 1 kw fulltime, directional night, on assigned 1310 kc.

WWOL Lackawanna, N. Y., received authority to move from that city to Buffalo, N. Y. Comr. Paul A. Walker voted for hearing. WWOL is assigned 1 kw day on 1120 kc.

WONO was granted conditionally in December 1946, 250 w day on 1110 kc. The present action denied WONO's petition for further extension of time to complete the station on grounds that the applicant, Oneonta Broadcasting Co., has indicated it does not plan to build the station there anyway.

The Commission said that in June 1948 the applicant requested modification of its permit to change its name to Saratoga Broadcasting Co., a new firm of the same owners, and move to Saratoga Sorings with different facilities, 250 w day on 900 kc. FCC said the applicant in a subsequent request for additional time to build indicated it would not commence construction until the switch were approved.

Principals in WONO and the new Saratoga Springs outlet are John Nazak, chief engineer of WEAV Plattsburg, N. Y., and Jeanne May Levke.

LEGISLATION

Group to Consider Agenda

A SUBCOMMITTE of the House Interstate and Foreign Commerce Committee March 23 will consider an agenda of legislative proposals relating, among other subjects, to FCC.

In Congressional circles a subcommittee study of communications was considered a possibility in view of probe authority vested in the House Commerce Committee by action of the House Wednesday.

The executive session of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, is the first in a series which will be held to determine the priority of study for various bills [BROADCASTING, March 14].

Several highly controversial communications measures are among those which would logically be assigned to the SEC-FTC-FCC subcommittee for study.

FIRST 15 PROGRAM HOOPERATINGS—March 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	268	Kaiser-Frazer (Weintraub)	26.1	21.8	+4.3	11
Original broadcast 23.8						
Added by 2nd broadcast 2.3						
Radio Theatre	149	Lever Bros. (JWT)	26.0	27.3	—1.3	4
McGee & Molly	165	S. C. Johnson (NL&B)	25.1	31.1	—6.0	3
Jack Benny	174	American Tobacco (BBDO)	23.8	31.4	—7.6	2
Original broadcast 21.5						
Added by 2nd broadcast 2.3						
Godfrey Talent Scouts	155	T. J. Lipton-Div. Lever (Y&R)	23.3	22.8	+0.5	8
Bob Hope	151	Lever Bros. (Y&R)	21.0	26.2	—5.2	5
My Friend Irma	153	Pepsodent Div. Lever (FC&B)	20.8	22.0	—1.2	10
Stop the Music (8-9)						
(8-8:15, 16.7)	175	Smith Bros. (SSC&B)	20.7	—	—	—
(8:15-8:30, 20.4)	178	Eversharp (Biow)				
(8:30-8:45, 23.0)	180	Speidel (C&P)				
(8:45-9, 22.6)	178	P. Lorillard (L&M)				
Louella Parsons	257	Andrew Jergens (Orr)	19.3	12.5	+6.8	50
Original broadcast 17.9						
Added by 2nd broadcast 1.4						
Duffy's Tavern	160	Bristol-Myers (Y&R)	17.1	16.6	+.05	25
Amos 'n' Andy	149	Lever Bros. (R&R)	16.4	24.9	—8.5	6
Mr. Keen	149	Whitehall (D-F-S)	16.3	13.3	+3.0	41
People Are Funny	163	B. & W. Tobacco (Seeds)	16.2	14.7	+1.5	33
Mr. D. A.	160	Bristol-Myers (DC&S)	16.0	18.0	—2.0	18
Crime Photographer	163	Toni Div. Gillette (FC&B)	15.6	12.4	+3.2	52

TOP TEN DAYTIME HOOPER—March 15 Report

Program	No. Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	9.3	8.9	+0.4	3
Arthur Godfrey (10:30-11:30)			9.2	8.2	+1.0	5
(10:30-10:45, 7.1)	166	Gold Seal (C-M)				
(10:45-11, 8.6)	166	National Biscuit (McCann)				
(11-11:30, 10.5)	165	Liggett-Myers (N-E)				
Romance Helen Trent	84	Whitehall (D-F-S)	8.1	8.0	+0.1	7
Our Gal, Sunday	84	Whitehall (D-F-S)	8.0	9.1	—1.1	1
Big Sister	93	Procter & Gamble (Compton)	7.8	9.0	—1.2	2
Stella Dallas	146	Sterling Drug (D-F-S)	7.7	7.7	0.0	9
Rosemary	64	Procter & Gamble (B&B)	7.1	7.6	—0.5	10
Backstage Wife	146	Sterling Drug (D-F-S)	7.1	8.3	—1.2	4
Widder Brown	146	Sterling Drug (D-F-S)	7.0	7.1	—0.1	14
Pepper Young	153	Procter & Gamble (P&R)	7.0	6.0	+1.0	25
When Girl Marries	77	General Foods (B&B and Y&R)	7.0	8.1	—1.1	6

CHURCH BAN

WNLK Renews Programs After Wallace Row

WNLK Norwalk, Conn., last week successfully defended its position that political talks must not be made on its Sunday religious hour after a controversy which started when Henry A. Wallace appeared on a church broadcast without notice.

The station drew national attention last Monday when it suspended the schedule of programs of the Norwalk Ministerial Assn., a member of which was responsible for the Wallace broadcast on March 13, 11 a.m.-12 noon.

These events followed:

1. The ministerial association held a meeting on Tuesday in which it defended the right of Mr. Wallace to be heard but said the station was "unjustly criticized" for the broadcast in question. The association assumed full responsibility for the broadcast.

2. The association on Wednesday assured the station of its desire to continue the broadcasts on a non-controversial basis. It agreed that any "outside" persons would not be introduced without consultation with the association's radio committee. The association expressed regret for any embarrassment caused the station.

3. Station President Dr. Benjamin Ginzberg revoked the suspension of broadcasts and restored the old schedule.

The incident occurred when the Rev. Charles W. Lee, pastor of the South Norwalk Methodist Church, introduced Mr. Wallace to deliver the annual Laymen's Sunday sermon. The Ministerial Association's 21 members are allotted free turns at airing broadcasts on WNLK, and the South Norwalk pastor was using time assigned his church.

Dr. Ginzberg, a Doctor of Philosophy, said the subjects which Mr. Wallace touched on were controversial and outside the bounds of the religious hour. His position was that opposing points of view would thus be entitled to similar time to answer Mr. Wallace. He revoked the broadcasts, the next two of which also were scheduled for the Rev. Mr. Lee's church. In suspending them, however, he announced that he would reinstate them if a guarantee could be made that no more controversial speakers would be introduced on the programs unannounced.

His position was substantially upheld by the *Norwalk Hour*, a daily which has been wary of mentioning the station's call letters and which did not carry a story on the controversy the opening day. But on following days the daily carried factual stories on the controversy and said editorially on Wednesday: "It seems only fair that the Rev. Mr. Lee should have given advance notice of the special speaker, particularly when so controversial a figure." The Rev. Mr. Lee said he did not give advance notice either to the association or the station because he wished to avoid controversy.

CONSTRUCTION

FCC Tightens Deadline Policy

MORE and more starch is being put into FCC's administrative britches where completion deadline extensions are concerned—and this will mean TV construction as well as FM.

That's the nutshell observation of one Commission representative last week upon the FCC ruling which denied further extension of completion date to WMFI Memphis, Tenn., Class B FM outlet granted conditionally in June 1947 to Fanny B. Wilson.

The Commission already has advised one television grantee that it would not tolerate any undue delays in TV construction and about a year ago hinted it proposed a stern policy in handling FM cases where permittees were not diligent in erecting their facilities [BROADCASTING, May 3, 1948].

WSAZ Huntington, W. Va., last fall requested the FCC's view on what its attitude would be if TV permittee's delayed construction until the television freeze were lifted and the future cleared [BROADCASTING, Nov. 15, 1948]. WSAZ has been told the Commission will not approve delays for those reasons.

WMFI early this year filed application with the Commission for consent to transfer control from Miss Wilson to WMFI Broadcasting Co., new firm in which she and members of her family will be owners of the major portion of voting stock. Substantial amount of non-voting preferred stock and some voting stock is being offered for public sale [BROADCASTING, Jan. 24].

President and treasurer of WMFI Broadcasting is York L. Wilson, Miss Wilson's brother and Washington business consultant. Mr. Wilson has FM interests in several cities, none of which are yet on the air. Plans for public participation in ownership are involved also.

AD WOMEN

Chicago Club Names Judges

JUDGES were named last week by Chicago Women's Advertising Club for its annual Advertising Woman of the Year contest. Named were Ralph Starr Butler, retired advertising manager of General Foods; Grove Patterson, editor of *Toledo Blade*, and Sarah Blanding, president of Vassar College.

Nominations, submitted by companies, individuals and agencies, will be accepted until April 1, according to Consuello Miller, chairman of the club's award committee.

MIGHTY PROUD is Evan Hughes, program director of KVOL Lafayette, La., as he leans on new radio-phonograph which station won in a nation-wide promotion contest sponsored by Elgin Watch Co. through J. Walter Thompson. Award was for "an outstanding piece of work, showing a great deal of original thought, ingenuity and effort."

Employment

(Continued from page 27)

and competition for positions is very keen. The degree of competition varies considerably by size of community, type of station, occupation, and other factors. Positions with networks generally pay most and are hardest to get, those with small stations pay least and are easiest to obtain.

Technicians are in the best position, says the BLS-VA study, and those with experience will be needed by new stations. The TV-trained will be increasingly in demand, it is stated. Those with FCC licenses but no broadcast experience may have trouble finding jobs, especially in large cities.

Broadcasting has 40,000 to 45,000 fulltime employes, of whom a third are in program departments, according to the survey. Announcers comprise the largest group of program employes, followed by writers, musicians and news personnel.

Discussing the talent problem in this phase of the study, the report states: "Only about 200 to 300 singers and actors have fulltime jobs with stations and networks, but several thousand of them work on a freelance basis, mainly in New York and Los Angeles."

Technical staffs rank next to program in size, mostly transmitter and studio engineers, it is stated. Clerical workers are third. "Other fairly large and important occupational groups are station managers and 'time' salesmen."

Best chance for newcomers will be at new stations, according to the BLS-VA study. These will need technicians, announcers who handle other duties, clerical workers and time salesmen, with few chances for actors, singers, sound effects and production men. Slightly better chance exists for writers, musicians, news personnel and studio engineers.

The study notes that vacancies also will appear at established stations due to turnover or occasional staff expansion, with turnover expected to provide most of the openings.

At many TV stations, says the study, much of the work will be handled by the same persons now doing similar work at sound stations since a majority of present telecasters and applicants also run AM, FM or combination stations. It is predicted present staffs will be enlarged for this purpose, with technical personnel the chief beneficiaries, since they comprise half the staff at TV outlets compared to less than a fourth of fulltime employes at sound stations.

In charge of the job opportunity study along with the special talent study is Helen Wood, labor economist of the Bureau of Labor Statistics.

Number of unworked days is relatively small for staff personnel but BLS averages are said to reflect necessarily the higher rate of unemployment among freelancers. According to Miss Wood, the number of staff singers and actors shown by the survey is negligible. The survey results are based on 3,742 questionnaire replies. AFRA's total membership is claimed by the union to be 25,000.

Total number of persons in programming (nonsupervisory) throughout the industry as of Oct. 11, 1947, at seven networks and 1,260 stations was 12,663, according to FCC official records. Thus AFRA membership exceeds total industry employment though many stations are not organized. Of the 12,663 employes, 10,900 were fulltime and 1,763 parttime, according to the FCC.

Miss Wood told BROADCASTING the bureau had not attempted to analyze economic factors though it explained that actors and singers cluster in the main talent centers looking for all types of work.

Second Report

The second report on radio employment, soon to be issued, will analyze marginal employment and distinguish between people who get all or most of their earnings from broadcasting and those not primarily dependent on it, according to Miss Wood.

She said the first report "excluded those who haven't worked in radio recently," but at the same time "carefully explained that the actor-singer employment situation is not to be blamed on the broadcasting industry."

BLS, in discussing its talent data, makes no effort to relate the amount of work available in broadcasting to the increasingly high rate scales. In some markets, according to those who have reviewed the BLS figures, the rising rates have served to curtail employment as programming costs become prohibitive.

The bureau is criticized by those who have analyzed its findings for what they feel is either a deliberate or unrealistic ignoring of the basic elements of employment in broadcasting. Radio employment is divided into two classes—staff and freelance—but these are not separated in the BLS findings.

Free-lance work involves such factors as individual talent of each artist, along with reputation and the current popularity of special types of performances, broadcasters point out.

Since artists who want to get work in radio need AFRA cards in organized cities, the union's ranks include students, persons lacking in professional skills, those who hope to pick up a few extra dollars here and there, and others who work the night club, vaudeville, dance hall and other circuits but hold an AFRA card in case any radio jobs turn up from time to time.

These facts, according to critics of the BLS survey, are not properly brought out by the bureau.

Another criticism is based on the way the bureau shows relatively high unemployment for artists in such cities as New York, Los Angeles and Chicago, centers of freelance talent and natural focal points toward which the largest number of artists converge in the hope of getting work in radio, theatres, night clubs, movies and similar fields.

These artists include those with professional skills, those with established reputations and hundreds of young people who have limited ability and training but dream of the day when they will attain fame and fortune in radio. Though holding AFRA cards, many do not depend on radio as a prime source of employment. Thus for any given week a relatively high unemployment rate will be shown in such cities as Los Angeles, New York and Chicago, it is observed.

The analysis should have emphasized that half of the artists covered in the survey earned over $3,400 in 1947, it was felt, and that 25% earned over $10,000. This compares with $53 per week or $2,756 per year as the average income of all American workers in the field of manufacturing.

Bond With GR&P

CLYDE H. BOND, associate in the consulting radio engineering firm of Gautney, Ray & Price, Washington, will continue his work with this firm for an indefinite period. Date of his move to the West Coast [BROADCASTING, March 14] is as yet indefinite, but will be in the near future. Mr. Bond plans to establish a consulting radio engineering concern on the Coast which will be affiliated with the Washington firm.

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'Obsolete' Ads

(Continued from page 32)

or standards. . . ." (see separate story).

Meanwhile, Sen. Johnson warned a White Plains, N. Y., radio manufacturer that the use of VHF channels for television in metropolitan areas and UHF in rural sections is "purely hypothetical" and no prospective set purchaser has a right to bank on such a contingency.

The Senator elaborated on his previous views in reply to a letter from Robert G. Kramer, president of Remington Radio Corp., protesting indications that the Senator's committee might propose a law requiring manufacturers to warn purchasers of possible obsolescence of television sets [BROADCASTING, March 7, 14].

Sen. Johnson told Mr. Kramer he was speaking of "a 'present conceived plan' to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors. . . .

"Therefore, your comment on this point is purely hypothetical, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency."

Sen. Johnson added that it was known that UHF channels "eventually must be opened up" in order to afford national service.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band;" Sen. Johnson wrote "However, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

Goldman Disapproves

Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y., added his voice to the crescendo of disapproval of Zenith's campaign. In an exchange of correspondence with Ted Leitzell, public relations director and manager of WEFM (FM) Chicago (Zenith station), he pointed out that "you spend plenty of time and money asking the radio stations to plug your FM sets, so you must recognize its advertising value. . . . The most successful radio retailers in Jamestown are heavy users of radio advertising because it pays off. . . ."

Mr. Leitzell, in turn, took exception to Mr. Goldman's contention that "radio is the most effective and economical mass advertising medium yet devised . . ." and that "radio set manufacturers exist only because stations broadcast." He declared: "Broadcasters are indebted to radio manufacturers for providing them, for free, with the audience they sell to those advertisers who find radio a profitable medium. No matter how bitter the truth may be, the fact is that radio advertising is seldom a salesman for radio receivers as are other media."

Replying that he didn't want to start a "whirling dervish" of claims, Mr. Goldman nevertheless defied Mr. Leitzell "to sell a radio set in an area—if there is such an area—that has no broadcasting station.

"I think the 'bitter truth' should be faced by you and your organization and that is that you haven't been able to make successful use of [radio] . . . Perhaps you're so close to the forest that you can't see the trees. . . ."

FM 'BRASS TACKS'

To Key FMA N. Y. Clinic

"BRASS TACKS" meeting at which the basic problems of FM will be considered will be held by FM Assn. at its Sales Clinic to be held April 1 at the Commodore Hotel, New York.

First nationwide FM sales clinic, the session will include talks by Edgar Kobak, MBS president, and Linnea Nelson, chief timebuyer of J. Walter Thompson Co. Mr. Kobak's topic wil be "FM—Why Not?" Miss Nelson will speak on "FM From the Agency Point of View."

FMA President William E. Ware, KFMX Council Bluffs, Iowa, said the brass-tacks meeting is designed "for the primary purpose of bringing people in the agency and advertising fields abreast of current status and development in FM."

Agency officials have shown marked interest in the meeting, according to Edward L. Sellers, FMA executive director, tracing this interest to increased production of FM sets, decline of AM-only set production and "current confusion expressed by BMB's difficulties."

Other speakers at the clinic will include Millard C. (Tex) Faught, public relations counsel; Herbert Georges, WFMI Portsmouth, N. H.; Robert F. Wolfe, WFRO Fremont, Ohio, and Everett L. Dillard, WASH Washington, FMA board member and ex-president.

STORADIO ELECTS

Harold Anderson President

HAROLD E. ANDERSON has been elected president of Storadio Advertising Co., Des Moines. The firm recently was formed to operate as national sales representative for firms engaged in store broadcasting. Mr. Anderson is auditor of Polk County (Des Moines) and has been in the food business for 22 years.

Storadio named Cy Newman executive vice president and general manager and Melvin E. Seymour secretary-treasurer. Mr. Newman is radio director of a Des Moines agency, Meneough, Martin & Seymour, and general manager of Super Market Advertising Co., Des Moines, which operates store broadcasting in 21 Thriftway Super Markets in Iowa via KSO-FM Des Moines. Mr. Seymour is secretary-treasurer of Meneough, Martin & Seymour.

Storadio has opened offices in New York at 52 Vanderbilt Ave., with Ernest P. Baldwin as resident manager, in Chicago at 228 N. LaSalle St., with Milton S. Wolken as resident manager, and in Des Moines at 501 Garver Bldg.

FLEET EXERCISES

Covered by WJNC Manager

Mr. Gould stands beside WJNC banner at Atlantic Fleet Marine Force headquarters on the island of Vieques in the Caribbean during training exercises.

* * *

LESTER L. GOULD, manager of WJNC Jacksonville, N. C., produced three half-hour transcribed programs while in the Caribbean as an observer during the Navy's recent training exercises.

One of the shows presents briefing aboard the *USS Mount Olympus* and features the commanding general of the Second Marine Division, Maj. Gen. Franklin A. Hart, and his staff. Second program, *Then and Now*, is a story built around some of the men aboard the Mount Olympus, including Commdr. John D. Buckley of PT boat fame.

The third program, *The Marines Attack*, presents the actual simulated invasion. Interviewed, among others, is the commandant of the Marine Corps, Gen. Clifton B. Cates.

WJNC carried broadcasts of the first two programs on the evening of March 10 and aired the attack program the following night. The Tobacco Network and the Dixie FM Network planned to present at least two of the programs last week, according to Mr. Gould.

Tom Clark

(Continued from page 28)

session will dip into some of NAB's liveliest problems. Judge Miller will preside. BMB, BMI, international matters, the Puerto Rican issue and adoption of resolutions are on the agenda.

Annual industry banquet will be held Tuesday evening with music supplied by BMI. As customary there will be no banquet speeches.

George E. Storer, head of the Fort Industry stations, is to preside at the Wednesday morning television discussion, final session of the Management Conference. This program will be of the panel type but participants have not been announced. Here again the NAB reorganization problem may arise. The NAB board is committed to development of a complete trade association service and the long-pending proposal for some form of liaison or cooperation with Television Broadcasters Assn. may be discussed.

The one-day meeting of independent stations, scheduled all day Sunday, has the general title, "Unaffiliated Stations Bull Session." Mr. Willard will open the meetings, with Ted Cott, WNEW New York, chairman of the NAB Unaffiliated Stations Executive Committee, presiding.

Morning agenda includes panel discussion of transcription library services; outline of United Nations plans to provide programs for independents; Advertising Council proposal to disseminate its public interest program material to independents, and research study titled "The Independent Is Here to Stay," by Dr. Sydney Roslow, president of The Pulse Inc.

Luncheon Meeting

Judge Miller will address the luncheon meeting. Afternoon program includes study of successful local promotions by independents; panel discussion on "How to Steal the Audience," touching sports, foreign language programs, classical and popular music; Unaffiliated Stations Committee work to be described by Melvin Drake, WDGY Minneapolis; panel discussion led by Maurice B. Mitchell, director, NAB Broadcast Advertising Dept., on subject, "Bread and Butter—NAB Tools for Selling."

Independents may attend the Sunday meeting even if they are not NAB members.

The third annual Engineering Conference [BROADCASTING, Feb. 28] opens Wednesday, April 6, with registration and a meeting of the NAB Engineering Executive Committee. Reception will be held afterward. A tour of the Hallicrafters Co. plant is scheduled in the afternoon. Royal V. Howard, director, NAB Engineering Dept., was in Chicago last week completing plans for the conference and the plant tour.

General sessions will be held by the engineering group all day Thursday and Friday, followed by a Saturday morning meeting. The full NAB Recording & Reproducing Standards Committee will meet Saturday afternoon to consider the final standards adopted last week by its executive committee. The NAB Engineering Executive Committee will review the standards at its April 6 meeting.

Should the standards be finally approved, the action will mark the culmination of a hundred meetings involving 75 engineers and 70 organizations. The vast program covers recording standards developed in the last 18 months and revision of the standards adopted before the war.

Arthur C. Stringer, in charge of the annual equipment exhibition, left over the weekend for Chicago to complete arrangements for the project. The heavy equipment display will cover some 30,000 square feet and the entire eighth floor of the Stevens Hotel will be used by other exhibitors.

SHERMAN CHANGES

Morey WBBM Program Head

VAL SHERMAN, program director at WBBM Chicago, has resigned. He will devote all his time to production of the new series, *Patrick O'Riley's Show*, H. Leslie Atlass, general manager and vice president in charge of CBS Central Division, announced last week. Mr. Sherman will be succeeded by Al Morey, member of the staff for six years.

Mr. Morey, WBBM director of program development and former program manager, entered radio in 1933 when producing a variety show for WHO Des Moines. A former musician and dance band leader, he worked also as an m.c. and producer for a theatre chain. He also wrote scripts for Fred Allen, Edgar Bergen and *Kraft Music Hall*. In 1936 Mr. Morey returned to Chicago as radio director of Jones Frankel Agency. He joined Ruesel M. Seeds agency to write and direct *Uncle Walter's Doghouse*. At WBBM in 1943 he produced *The Blue Jacket Choir with Danny O'Neil*.

Mr. Sherman begins his 19th year at WBBM in September.

INVESTIGATIONS

House IFCC Gets Authority

A RESOLUTION was adopted by the House March 16 authorizing the House Interstate and Foreign Commerce Committee to make investigations into any matters within its jurisdiction, including communications.

The resolution (HRes 107), previously reported by the House Rules Committee, permits the committee, or any of its subcommittees, to make investigations within or outside the United States, whether the House is in session or not. Supoena powers also are granted in the bill, authored by Rep. Robert Crosser (D-Ohio), chairman of the full committee.

WFBL

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Above, a Syracuse High School choir takes over one of WFBL's beautiful, new studios. WFBL facilities are placed at the command of Syracuse civic and educational groups for such purposes as rehearsals, meetings and forums.

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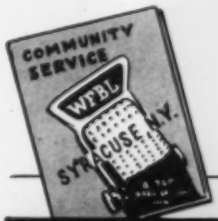

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WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

Anti-Trust

(Continued from page 25)

anti-trust issue.

WBKB (TV) Chicago and KTLA (TV) Los Angeles, both owned by Paramount, have been put on temporary license along with stations of several other companies pending the outcome of FCC's study. The probe originated when the Supreme Court handed down its anti-trust ruling against the major motion-picture producers, which has since brought consent decrees by Paramount and Radio-Keith-Orpheum. FCC's investigation now extends beyond movie applicants and licensees, covering other anti-trust cases.

Paramount made clear that "the issues in U. S. vs. Paramount have been settled and disposed of to the satisfaction of the government and the courts," and that the consent decree contains "no findings of fact and no final adjudication or admissions of anti-trust violations."

When the case started in 1938 the Justice Dept. announced that the major companies had "voluntarily cooperated" with the government in an effort to remove causes for complaint, Paramount noted. And when it ended last February the Attorney General described it as a remedial, not punitive, proceeding.

FCC, the film company claimed, "misconceives the nature of anti-trust." The idea that an anti-trust decree is a "blemish or taint" on character is contrary to "the entire history and theory of anti-trust," Paramount maintained.

"The Commission may not legally refuse or revoke a license on the grounds of anti-trust violations in a field outside of radio communications, and may not even take into account such violations unless and except to the extent that they bear a proximate and proved relationship to the qualifications of the applicant or licensee for station management and control," the memorandum insisted.

Paramount held that the anti-trust sections of the Communications Act clearly do not apply to this case and assumed the Commission is approaching the question from the standpoint of the "character" of the companies. But this is a "delusive standard which must be applied sparingly and with great care," the company said, adding:

We do not believe that Congress in listing the general standards of "character" to be considered in determining whether the granting of a license would serve the public interest, intended to give the Commission a roving authority to inquire into the trade practices of applicants outside of the communications field, and to exclude from broadcasting persons who in such fields had engaged in restrictive operations. The "character" qualification, at most, relates to character, demonstrated or demonstrably to be forecast, as a station licensee.

The film firm insisted its record as a licensee over many years is a "direct, reliable guide" to its radio qualifications.

If FCC assumes "free-wheeling, roving authority" on the anti-trust issue, the company asserted, then "it may equally be under the burden of inquiring into the business practices of all applicants—whether or not they are actually engaged in anti-trust proceedings, determining whether they are in fact violators of the law, and imposing the penalty of denial where the Commission deems appropriate."

Terms Backlog a 'Beginning'

The licenses and applications which FCC has thus far held up pending the outcome of its study represent a "sufficiently ambitious" undertaking, but are a "mere beginning," Paramount said.

To bar those who have contravened the anti-trust laws, the company said, would jeopardize the operations of the following licensees "among others": RCA,CBS, Westinghouse Radio Stations, General Tire & Rubber Co., and all newspaper licensees who are members of Associated Press.

"But the effect of the announced, tentative policy is not confined to this group," Paramount added, listing 113 companies which "at one time or another" have been "anti-trust violators" and 29 which are involved in pending proceedings. The memorandum added:

Make out, using whatever criteria you please, an honor roll of American business; there will be few names which are not in the catalogue of the corporations which at one time or another have violated the anti-trust laws. And we believe it to be apparent that the Commission, if it pursued the policy advanced in Paramount's case, would be obliged to apply it to all who have been similarly involved in anti-trust proceedings. Both law and policy would require such equality of treatment.

. . . The Commission's inquiry is open to more serious challenge on a higher legal plane. It seeks not only to add to the penalties prescribed by law for anti-trust violation, but also to usurp the function of the court in revising its decree. It strips unsuccessful defendants of civil rights, and denies to them the ancient liberty to and within their trades which heretofore has had the protection of the Constitution itself. Anti-trust violations do not involve, justify or imply, however remotely, a disqualification to engage in a business for which the individual is otherwise eligible.

Television in particular "cannot be improvised or cut to a blueprint," Paramount contended. "It must be the creation of many men of talent over a period of years. And this means the widest, as well as the most diverse, opportunity for experimentation." The company continued:

. . . Paramount and all of the motion-picture producers have a moral and legal right to keep up with the times, to have access to the new technology, and to stay in the business by following the curve of invention, and the public has a right to their participation in the television business, to the benefits of their unique contribution, and to the substantial element of competition that they can and will inject in this developing field.

Chairman Coy's views on the status of motion-picture exhibitors were outlined in a letter replying to Mr. Sullivan's inquiry as to what kind of reception they might get as applicants.

In non-competitive cases he thought they should be judged on the usual basis of financial, technical and other qualifications. In competitive cases he felt the "particular facts" developed in the hearing would determine the outcome, with no "stigma" attaching to an exhibitor as such, "provided the applicant is in all respects qualified as a broadcast licensee."

FCC Preference

FCC's preference for non-newspaper applicants in competitive cases was cited as a possibly "helpful" reference for one seeking to determine what FCC's approach will be when faced with a choice between movie and non-movie applicants.

The purpose there, he explained, is to promote greater diversity in the ownership of media of mass communications. But he made clear that FCC hasn't yet had occasion to consider whether a similar policy would be appropriate in the case of motion-picture applicants.

LIST OF TV PLEAS HELD UP

Pending Decision on Applicants' Qualifications

RADIO and television interests of major motion picture producers and others whose applications are being held up by FCC pending a decision on their qualifications in view of anti-trust rulings against them:

Paramount—Owns KTLA (TV) Los Angeles, WBKB (TV) and WIBK (FM) Chicago. 50% of WSMB New Orleans and of Des Moines TV and Atlanta AM applicants. 10% of AM applicant for Hot Springs, Ark., controls TV applicants for San Francisco, Detroit, Boston, and Tampa, and has 29% of Allen B. DuMont Labs, which owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh and is TV applicant for Cincinnati and Cleveland (FCC has issued proposed ruling that Paramount controls DuMont; Paramount insists it doesn't).

20th Century-Fox—Negotiations to buy ABC broke down late last year but observers believe they will be resumed; has television applications for Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Warner Bros.—Owns KFWB Los Angeles and is applying for Chicago TV; has bought (subject to FCC consent) Mrs. Dorothy Thackrey's KYA San Francisco and KLAC and KLAC-TV Los Angeles.

Loew's Inc.—Owns WMGM and WMGM-FM New York.

H. J. Griffith (Southwest theatre chain operator)—Owns KEPO El Paso, part interest in KWFT Wichita Falls, Tex., and a number of Southwest applicants.

Schine Chain Theatres — Controls WPTR Albany (whose 50-kw application was not held up but was granted without prejudice to whatever action FCC may take on anti-trust issue).

Westinghouse Radio Stations—Owns WBZ-AM-FM-TV Boston, WBZA and WBZA-FM Springfield, KDKA and KDKA-FM Pittsburgh, KYW and KYW-FM Philadelphia, WOWO and WOWO-FM Ft. Wayne, KEX and KEX-FM Portland, Ore., and WBOS Boston (international).

(FCC's policy has been to make no announcement with respect to the anti-trust investigation involving a particular licensee or applicant until an application of that company comes up for action. Not all of those listed above have yet been reached. Presumably, others will be added to the list if anti-trust decisions involving them come to FCC's attention.)

MEMBERS of Twenty-Ten Club for WBAL Baltimore employes who have been with station 10 to 20 years or more gather around dinner table. Seated are officers of the club and Harold C. Burke (second from r), WBAL's general manager. The officers: R. E. Brunner (l), vice president; Miss Eleanor Gambrill, secretary, and Walter Linthicum, president. Standing, l to r: Freeman Cardall, E. W. Christhilf, Leslie Peard, assistant to the manager, W. C. Bareham, Program Manager John J. Dickman, William E. B. Grant, Louis Wagner Jr., Marvin Blank and William Newberry.

RMA Meet

(Continued from page 29)

tem cannot be built on the present 12 channels." Quoting a recent speech of Chairman Wayne Coy, in which he said that 50 to 70 channels "may be required," Mr. Bonfig explained that between 38 and 58 UHF bands would therefore be needed, along with the present 12 in VHF.

Although no official FCC statement indicated that old frequencies will remain in large cities and new ones will be assigned to small, Mr. Bonfig added that "because it is not possible for most cities to have four TV stations on the VHF band both VHF and UHF stations will be assigned in the same city in many instances."

"In the public interest, every manufacturer should move rapidly to provide sets which will operate on both bands . . . since changes and additions in frequencies have to be made, it is better for the public, the dealers and the industry that they be made now."

'Sword of Uncertainty'

In concluding, Mr. Bonfig termed the FCC indecision "a sword of uncertainty hanging over the heads of the entire industry."

Bond Geddes, executive vice president of RMA, pointed out that Mr. Galvin's proposal to establish a public relations program preceded the Zenith advertisements. Mr. Galvin's suggestion was presented in a letter dated Feb. 22 to Mr. Balcom. That same month RMA recommended to the FCC that it (1) lift the freeze as soon as possible, (2) use VHF as far and in as many areas as possible and (3) provide for a minimum of overlap of the future UHF.

Several set manufacturers arrived at the conference irate about "the unfair competition" allegedly practiced by Zenith, but none complained vigorously at open meetings, it was said. Tone of debate was "rational and cooperative," without the expected animosity and reprimands.

Plans were outlined for RMA's 25th anniversary and its annual convention May 16-19 at the same time as the annual radio parts show. Both are scheduled for the Stevens Hotel. An estimated 9,000 persons will attend the business meetings and the industry banquet the evening of May 19. President Harry Truman has been asked to address the group via TV from Washington. Telecasts of the floor show may be aired by networks. Leslie F. Muter, RMA treasurer and president of the Muter Co., is banquet chairman.

Members of the advertising committee Tuesday morning voted to continue the "radio-in-every-home" campaign. James Secrest, director of publications, will supervise this activity after the contract with the Fred Eldean Agency, New York, expires Dec. 31. He also will head committees on National Radio Week and the Voice of Democracy contest. The former will take place in November. W. B. McGill, advertising manager of Westinghouse Radio Stations, was named National Radio Week chairman.

The parts division, of which A. D. Plamondon Jr. of Indiana Steel Products Co. is chairman, decided to continue "town meetings" for radio technicians. They are scheduled for next year at Atlanta, Feb. 1 and 2; Los Angeles, March 1 and 2, and Chicago, April 11 and 13.

Va. Broadcasters Meet

MEETING of the Virginia Assn. of Broadcasters has been tentatively scheduled May 26-27 at historic Williamsburg, Va., by John W. New, sales manager of WTAR Norfolk. The program will include a talk by A. D. Willard Jr., NAB executive vice president, along with representatives of NAB's broadcast advertising and employe-employer departments.

RCA TUBES ...
the standard of comparison
RCA-5592 used in 50 KW FM Broadcast Transmitters
Use RCA tubes for FM where dependability and economy count
• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

BUYERS MARKET

300 at OSU Ad Conference

OVER 300 Midwest advertising agency executives, copy writers, advertising managers, and radio sales executives gathered March 17-18 in Columbus for the seventh Ohio State U. advertising conference. Theme of the 1949 conference was "Advertising in a Buyers' Market."

Maurice B. Mitchell, director of the department of broadcast advertising of the NAB, spoke on local sales in a buyers' market. Others on the agenda included Norwood Weaver, vice president of the A. C. Nielsen Co., Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, and Alan Wells, advertising director of Kaufmann's department store, Pittsburgh.

Speaking on the "Effectiveness of Local Radio Advertising in a Buyers' Market," Mr. Mitchell told the advertisers that radio's biggest customer in the past two years has been the local retailers. "As a buyers' market is more and more evident, more retail advertising money is going into radio," he said, adding that the reasons for the landslide of retail advertising money into local radio broadcast advertising include developments in the radio industry itself, changes that have taken place in retailing, and changes in the way of American living.

"The fact that there are now over 2,600 radio stations in the nation, with 77,000,000 radios in use in 94.2% of the homes, makes radio advertising the one medium that can reach most retail customers," Mr. Mitchell said. Since there are more radios in possession of families than any other single item of home furnishing except cooking stoves, retailers are finding it the profitable way to build sales in a buyers' market.

Mr. Mitchell told how latest surveys show average daily time of listening per set is now 5¾ hrs. Now with more and more business coming from the suburban and semi-rural areas, radio is the one medium to reach this diversified audience through the beamed program technique.

Mr. Mitchell commented that the influx of younger men into the advertising control of retail concerns tends to influence the change of retail advertising dollars to radio.

The past generation of advertising men has been educated in a newspaper world which had handicapped the chances of retail radio," Mr. Mitchell continued. "Younger advertising men are more eager to give radio a chance, and when they do the results are forthcoming."

In discussing the advantages of radio advertising on the retail level, Mr. Mitchell said that in a radio program an advertiser can create the proper mood for his commercial, the proper program to reach the people he wants to reach, and can take advantage of the warmth and inflection of the human voice to be his "salesman in the home."

Mr. Mitchell concluded with a report of a newspaper survey of reading ability among Chicago residents. It found that 40% of Chicago residents have only a sixth grade reading ability. For reasons like these, plus the radio generation in which we are living, the prestige that comes to radio advertisers, and the proven worth of radio advertising to retailers, Mr. Mitchell concluded, radio will continue to be dominant medium in the much discussed and much apprehended buyers' market.

WBNS SPOTLIGHT
WBNS CELEBRATES 25TH YEAR
It has been a festive occasion here in Central Ohio as WBNS chalked up its twenty-fifth year of service to the community. During this twenty-five years WBNS has built the most loyal listening audience in Central Ohio. An audience that depends upon this station for news, entertainment and educational features.
RUSS CANTER HEADS WBNS OLD TIMERS—Chief Announcer Russ Canter and eighteen other staff members, each having service records of 15 years and more, are as much a part of WBNS as the transmitter itself. They have helped to build the firm foundation of WBNS success in Central Ohio.
SIX ADVERTISERS USE WBNS FOR STRAIGHT 22 YEARS—Andrus - Scofield, Budd & Co., Capital City Products Co., Carlile Furniture Co., Rogers Jewelers, United Woolen Mills . . . six advertisers who took their first step into the medium of radio on WBNS . . . and have been here continuously ever since. They will tell you how WBNS gets sales results in Central Ohio.
COVERS CENTRAL OHIO
IN COLUMBUS IT'S
WBNS
POWER 5000 D•1000•N CBS
ASK JOHN BLAIR

SCBA PROTEST

Hits Sports Broadcast Law

OPPOSITION has been voiced by members of South Carolina Broadcasters Assn. to legislation passed by the state House of Representatives permitting state - supported schools and colleges to sell exclusive broadcast rights to athletic events.

As the law now stands these institutions are required to invite at least three broadcasters to participate, according to B. T. Whitmire, WFBC Greenville, SCBA president. Mr. Whitmire pointed out that stations outside the state could buy up these rights and leave the South Carolina outlets without access to games. He said it is to the interest, financial and otherwise, of the schools to obtain the publicity that accrues from play-by-plays.

WIL IS FULLTIME

Moves to 1430 kc, 5,000 w

WIL St. Louis, local outlet since 1922, became a fulltime regional March 16. The station is owned by Missouri Broadcasting Corp., of which L. A. Benson is president and general manager.

An independent station, WIL shifted from 1230 kc to 5,000 w 1430 kc assigned at noon. Listeners were asked to remain tuned to the old frequency until the switch was made to the new channel and more powerful signal.

New transmitter site is located at North Dupo, Ill., with studios in the Melbourne Hotel, St. Louis. The transmitter is latest type Gates installation, with four Wincharger towers set in a directionalized array over St. Louis. WIL is represented nationally by William G. Rambeau Co.

Transcription Directory

REVISED edition of the NAB Open-End Transcription Directory was issued last week by the NAB Program Dept. headed by Harold Fair. The directory brings up to date a compilation extensively used by station sales officials. Revised list of public interest programs is being prepared by the department. It includes programs provided by the Red Cross, U. S. agencies, military and other public service organizations.

NARND BOARD

To Discuss Fall Conclave

MID-YEAR board meeting of the National Assn. of Radio News Directors will be held at Chicago's Palmer House April 2-3, according to NARND President Sig Mickelson.

Chief business will be selection of a site and date for NARND's fourth annual convention next fall. Reports from the chairmen of seven standing and three special committees will be made and groundwork will be laid for membership campaign aimed at bringing in some 300 new members.

The NARND board includes:

Jack Shelley, WHO Des Moines; David Kessler, WHAM Rochester, N. Y.; John Hogan, WCSH Portland, Me.; Soren Munkhof, WOW Omaha; Robert Redeen, WOC Davenport, Iowa; Fred Hinshaw, WLBC Muncie, Ind.; Ben Chatfield, WMAZ Macon, Ga.; Sid Fietzsch, WFAA Dallas; James Bormann, WMT Cedar Rapids, Iowa; Edgar Kirk, WPTF Raleigh, N. C.; Bruce Barrington, KXOK St. Louis, and Mr. Mickelson.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

Sponsor Viewpoint

(Continued from page 28)

prepared movie showing examples.

Dr. Alfred N. Goldsmith, TV consultant and past president of Institute of Radio Engineers, will speak on "How Much Market Coverage Can You Expect From Television Now and in the Future?" A question-answer period will follow.

The media discussion preceding the TV session will have the theme, "Is Our Media Investment Pulling Its Full Weight?" Speakers will be Dr. D. B. Lucas, technical director, Advertising Research Foundation, and BBDO consultant, whose topic will be "Let's Change Media From a Seller's to a Buyer's Market," and Dr. L. O. Brown, vice president in charge of media and research, Dancer-Fitzgerald-Sample, with the subject, "How You Can Help Your Agency Fit Your Media List to Your Own Market."

Thursday afternoon is open for informal meetings, recreation and showing of special films. In the evening delegates will see a film of General Dwight D. Eisenhower's ANA talk last autumn and the television films, *Crusade in Europe*, edited and executed through the March of Time and presented by ABC network.

Friday Agenda

Friday morning's agenda deals with consumer goods and industrial goods sessions, to be held concurrently. Topic of the consumer goods program is "Speeding Sales at the Retail Level." John W. Hubbell, vice president of Simmons Co., will preside. Speakers and topics include: James Rotto, sales promotion director, The Hecht Co., point-of-sale helps; Thomas F. Joyce, vice president, Raymond Rosen & Co., retail bottlenecks; Frank Fagan, vice president, Young & Rubicam, merchandising methods that click with retailers. Clinic based on case histories will follow, ending with a question period.

The industrial portion has the theme, "Speeding Sales of Industrial Products," with L. Rohe Walter, director of public relations, Flintkote Co. and ANA Industrial Advertising Committee chairman, presiding. Speakers and topics: Laughlin A. Campbell, manager of advertising and sales promotion, Mergenthaler Linotype Co., sales power in industrial advertising; S. H. Giellerup, partner, Marschalk & Pratt, business paper opportunities; and others.

Question-answer session Friday afternoon will be "speakerless" with W. N. Connolly, ANA chairman and advertising manager, S. C. Johnson & Son, in the chair. An ANA panel will answer written questions about advertising, merchandising and related topics.

NBC will stage an entertainment program at the Get-Together Dinner Friday evening. Entertainment chairman is Russell Ziegler, manager market research and public relations, Cluett, Peabody & Co. An ANA golf tournament will be held Saturday along with other sports events.

WSTC and WSTC-FM
STAMFORD, CONN.
The Gateway to New England
ABC Affiliate
Representative J. P. McKINNEY & SON

Richards

(Continued from page 26)

ing should be consolidated with the above-entitled proceeding. At that time the Commission will also determine the further hearing date in the above-entitled proceeding and also in the consolidated proceeding if the transfer application is consolidated for hearing with the above-entitled matter.

FEDERAL COMMUNICATIONS COMMISSION*
T. J. Slowie,
Secretary.

* Commissioner Sterling not participating; Commissioner Jones favors a continuance of the hearing for 30 days and concurs in the first five paragraphs of the order.

The postponement came at a time when a dozen witnesses reportedly were prepared to take the stand against Mr. Richards and an equal number were ready to testify in his behalf. Comr. E. M. Webster, designated to conduct the hearing, had been slated to leave Washington today (Monday) for Los Angeles. General Counsel Benedict P. Cottone and two attorneys from the agency's Law Bureau in Washington had been there almost two weeks.

Principal witnesses against Mr. Richards in the opening sessions, according to preliminary plans, were to have been Clete Roberts, KFWB Hollywood newscaster and commentator who formerly was public affairs director of KMPC, and George Lewin, former KMPC news room manager.

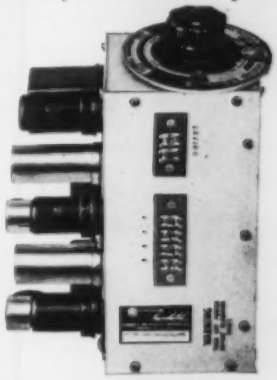
Robert O. Reynolds, vice president of KMPC and for several years general manager, and Leo Tyson, former KMPC general manager and now head of a personal management service, were among those scheduled to testify for Mr. Richards.

The news-slanting charges were filed with FCC by the Radio News Club of Hollywood in February 1948. Mr. Richards a few weeks ago petitioned FCC for a personal hearing, conceding that portions of the charges were true but expressing "sincere regret" and asking for an opportunity to offer personally his assurance that past shortcomings "will not recur" [BROADCASTING, March 7]. FCC denied this request, however.

Mr. Wheeler, former Senator from Montana and now in the Washington law firm of Wheeler & Wheeler, and Clair L. Stout of Dow, Lohnes & Albertson, also of Washington, were slated to head the legal battery for Mr. Richards. On hand to assist Mr. Cottone for the FCC were Joe Brenner of the Commission's San Francisco office and Thomas Donahue and John Edgerton of Washington headquarters.

ONE EQUALIZER
FOR ALL PICKUPS

VERTICAL, LATERAL, MICROGROOVE! The Fairchild 6-position Preamp-Equalizer, Unit 622, can be used with any and all modern pickups. It mounts on your transcription table in place of your present equalizer. The Fairchild 622 makes it possible for you to use various pickup cartridges . . . and be sure you are getting the best possible performance from each. Both lateral and vertical transcription arms can be connected, and selected without switching—by simply using the proper setting of the 6-position control knob.



EXTRA ADVANTAGES . . . Will not become obsolete. Frees one preamplifier. Provides for cuing and monitoring. Eliminates low level hum problems. Is economical. Write for complete details.

SYNCHRONOUS
FAIRCHILD TRANSCRIPTION TABLE

• HIGHEST SIGNAL-TO-NOISE
• LOWEST RUMBLE AND FLUTTER
• INSTANT SPEED CHANGE WHILE IN OPERATION

UNIT 524
Transcription Table
$485 less Pickup Equipment

Together with the 542 Transcription Arm and the 622 Preamp-Equalizer, you get these benefits:

- Perfectly balanced channel from pickup to high level input.
- Signal from turntable at line level.
- Equalization for any pickup.
- Use of two or more pickups with single equalizer.
- No low level hum problems.
- Synchronous direct drive operation.
- Ease of cuing.
- Provision for monitoring.
- New rugged trouble-free pickup reproducer.
- High compliance—true linearity.
- Economy—the elimination of one preamplifier and extra equalizers . . . the prevention of equalizer obsolescence.

Full details are available on request.

FR-101

Fairchild
RECORDING EQUIPMENT CORPORATION

We're at the N.A.B. Show

154TH STREET AND 7TH AVENUE, WHITESTONE, NEW YORK

DAV OFFERS SCRIPTS

But Is Mum on Radio Budget

DISABLED American Veterans Service Foundation Inc., New York and Washington, has just completed two 15-minute dramatic shows featuring Zachary Scott and Henry Fonda with Gen. Wainright. Shows were produced by Laurence Hammond Prod. Inc., New York. The foundation is requesting that stations use the programs free of charge.

A spokesman for the foundation in New York would reveal no commercial plans for its fund-raising campaign, nor would he state what, if anything, had already been spent in radio. It is known, however, although no figures are available, that the group has spent considerable sums in newspaper and magazine advertising.

MON WALLGREN

Rejected as NSRB Head

NOMINATION of Mon C. Wallgren, KIRO Seattle stockholder, for chairmanship of the National Security Resources Board, was rejected by a vote of seven to six last Monday by the Senate Armed Services Committee.

The committee said they had failed to approve the President's candidate on grounds that the head of the national defense board should have greater "economic and industrial experience and competency" than that of Mr. Wallgren.

Special Cancer Show

AMERICAN Cancer Society has transcribed a half-hour, all star revue for the exclusive use of independent stations, the organization announced last week. Produced in cooperation with NAB's unaffiliated stations committee under chairmanship of Ted Cott, the program is said by Walter King, ACS radio director, to be the first top-talent show of its scope to be produced by a national health organization for non-network stations. Featured on the show are Burns and Allen, Jane Wyman, Jerry Colonna, Peggy Lee and others.

KLZ KLZ-FM

Sale for $1 Million Gets FCC Nod

ACQUISITION of KLZ and KLZ-FM Denver and KVOR Colorado Springs by Aladdin Radio & Television Inc. at a gross price of about $1 million [BROADCASTING, Nov. 1, 1948] was approved by FCC last week. The approval was announced Friday.

The KLZ properties are being sold by E. K. Gaylord, president of the Oklahoma Publishing Co. interests; Edgar T. Bell, former secretary-treasurer of the publishing firm and now general manager of KTSA San Antonio, and members of their families. Messrs. Gaylord and Bell and the publishing company own KVOR in approximately equal shares.

Aladdin, new owner of the stations, is headed by Harry E. Huffman, Denver businessman and district manager of Fox Denver Theatres, who with his wife, Christine, holds 23% interest. Frank H. Ricketson Jr., president of Fox Inter-Mountain Theatres, also owns 23% and is treasurer. J. Elroy McCaw, president and half owner of KELA Centralia, Wash., half owner of KPOA Honolulu and one-third owner of KYAK Yakima, Wash., has 25% interest. Theodore R. Gamble, West Coast theatre operator and wartime head of the Savings Bond campaigns, and his wife hold 25% while Hugh B. Terry, KLZ manager and secretary-treasurer, and Albert J. Gould, Denver attorney, have 2% each. Mr. Terry is executive vice president of Aladdin.

Subsequent realignments in the stock ownership are contemplated to permit certain employes to acquire interests. The exact extent of Mr. Terry's holdings also had not been definitely decided.

Under the contracts, Aladdin acquires 74% of KLZ for $407,000 plus 74% of the fair market value of net quick assets. The remaining 26% is acquired by Mr. Ricketson from Mr. Gaylord for $143,000 plus 26% of the net quick assets. Two-thirds of the stock of KVOR are sold for $66,875 plus two-thirds of net quick assets, while the remaining interest is sold by Mr. Gaylord to Mr. Ricketson for $33,125 and one-third of net quick assets. For the two companies, market value of net quick assets was estimated at approximately $350,000.

In addition, the new owners have subscribed a $400,000 debenture in proportion to their respective stock holdings.

FCC authorities made clear that the transfers do not involve any factors which would justify imposition of the Commission's current policy of withholding action pending a decision on the radio qualifications of firms having anti-trust records *(see story page 25)*. Though Aladdin seemingly has a motion-picture connection, FCC spokesmen pointed out that it is "extremely remote" and involves no common ownership.

Aladdin is an applicant for a Denver television station on Channel 9, but will give up either this application or KLZ's pending request for Channel 7.

KLZ is on 560 kc with 5 kw. KVOR is on 1300 kc with 1 kw.

NEW MBS CO-OP

Stars Chevalier from Paris

A NEW weekly half-hour series starring Maurice Chevalier, recorded at the famed Cafe de la Paix in Paris and flown to New York, will begin as a Mutual co-op March 31.

The series, *This Is Paris*, will feature other French artists as well as Mr. Chevalier, and will present various fashion designers in discussions of latest styles. Because of this feature, Mutual stations are expected to aim their sales talks at department stores.

Stations and sponsors of the program will receive advance information on the styles to be discussed on forthcoming programs so that they may tie in commercial announcements. Bert J. Hauser, director of cooperative programs, said that these local tie-ins were regarded as unique. Further, Mr. Chevalier will record opening and closing announcements using individual store names for broadcast on individual stations. The program will be heard Thursdays 10-10:30 p.m.

IHF TIFF

U. S. Proposal Passed: Russia Scores

FIRM stand by the U. S. delegation to the International High-Frequency Broadcasting Conference (ITU) at Mexico City has raised hopes that this country will not let Russia or any other country hog the upper portions of the broadcast spectrum.

The showing of backbone by the delegation appeared in an address to the conference plenary session by FCC Commissioner George E. Sterling, alternate chairman of the U. S. group.

Mr. Sterling

Frequency-sharing studies by a subcommittee, known as Committee 6-D, were found to have produced such promising results that the U. S. proposed the group finish its work and start on a draft plan. This aroused the Soviet Union delegates, who aimed reckless charges at the United States. Chairman Sterling replied, and the U. S. proposal carried by a plenary session vote of 52-13.

Mr. Sterling told the plenary meeting the committee's work included a considerable portion of a draft frequency assignment plan, and it had attained familiarity with the problems involved. He refuted charges that the procedure would amount to a "fait accompli" in the form of a finished plan and showed that the U. S. proposal would provide full participation in the plan-making process by the conference delegations.

Soviet delegates charged that the American delegates are monopolists and that the plan was "arbitary" and not based on "general principles."

Attacking the Soviet monoply charges, Mr. Sterling reminded that the Soviet delegation had said it would not accept a plan which gave that country fewer than 800 channel hours, compared to the 197 hours voluntarily assigned itself by the United States.

"Who is the monopolist?" Chairman Sterling asked. He suggested that the Soviets may be trying to obscure the fact that they do not want any plan but one arrived at on their own terms.

FLAMM SUIT

Retrial Against Noble Set

RETRIAL of the suit by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, ABC board chairman, will open March 22 in New York Supreme Court.

Mr. Flamm won a $490,500 award in the first trial, alleging conspiracy and coercion were used in getting him to sell the station to Mr. Noble. The appellate division of the Supreme Court reversed the decision and ordered retrial [BROADCASTING, Feb. 7].

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

WINZ

Commercial

ROBERT S. KELLER Inc., New York, has been appointed national sales promotion representative for WISE Asheville, N. C., and WEAM Arlington, Va.

HARRY AVERILL, former sales manager of WSNY Schenectady, N. Y., has joined sales staff of CKLW Detroit.

KEN HUTCHESON has been promoted to commercial manager of CJAV Port Alberni, B. C. DICK SMITH, formerly with CKCK Regina, replaces Mr. Hutcheson on sales and production staff.

GEORGE E. HOOVER has joined sales and promotion department of WBUD Morrisville, Penn.

ROY SPRINGER, formerly with WBBB Burlington, N. C., has joined sales staff of WDVA Danville, Va.

FRANK STILWELL, formerly on sales staff of KICD Spencer, Iowa, has joined sales staff of WLOW Norfolk, Va.

ROBERT I. FOREMAN has joined WLDY Ladysmith, Wis., as salesman.

VAL DAVIS, formerly with WFBC Greenville, S. C., and WBT Charlotte, N. C., has joined WSOC Charlotte as salesman.

LOU SIMON has been appointed commercial manager of KPIX (TV) San Francisco. He was formerly with sales department of KSFO, KPIX's AM affiliate.

ROBERT S. HIX has been appointed national sales manager of KFH and KFH-FM Wichita, Kan. Prior to his promotion Mr. Hix served on KFH sales staff.

Mr. Hix

KENNETH L. CARTER, active in Baltimore radio and television sales activities, has accepted special assignment for three months in commercial department of WMAR-TV Baltimore.

LEE ATWOOD has joined sales staff of WBKB (TV) Chicago, after working as advertising and sales promotion manager for RCA Victor for past three years.

HARRY PATTERSON, commercial manager of KFVD Los Angeles, and Carol Denise have announced their marriage.

ARTHUR WEILL, comptroller of WMGM New York, and Mrs. Weill, have adopted a girl.

PHIL WOOD, formerly national sales manager of WFMJ Youngstown, Ohio, has joined WKOW Madison, Wis., as sales manager.

BERNIE WILKINS, KFWB Los Angeles commercial manager, is the father of a girl, Wendy Karen.

DON BALSAMO, former publishers' representative, has begun work as a member of WIND Chicago's sales staff.

DONALD COOKE Inc., station representative, will open a Detroit office April 1 with CHARLES J. SHEPPARD as manager. Detroit headquarters will be at 2472 Penobscot Bldg.

SAMUEL P. THROWER, formerly manager of a national shoe concern, has joined staff of WATO Oak Ridge, Tenn., as sales representative in Knoxville market.

THOMAS J. O'CONNOR has joined sales department of KDKA Pittsburgh.

BILL CREIGHTON has joined KIOA Des Moines as account executive.

WRFC in New Home

WRFC, 1 kw independent on 960 kc at Athens, Ga., moved into new offices and studios at 279½ N. Lumpkin St., Athens, on March 18. L. H. Christian, station's general manager, announced the new quarters form a crescent around a semicircular reception hall.

PAT FITZGERALD, disc jockey for WILM Wilmington, Del., acted as m. c. at four playlets in Woodstown, N. J., put on by the Evans' "Children of Ballet" from Salem, N. J., for the benefit of the United Nations Council in the Philadelphia region.

Advertisement

Production

SANFORD SPILLMEN, former announcer-writer with KSFO San Francisco, has been appointed operations supervisor of the station's TV affiliate, KPIX. He also will serve as a TV producer and assistant to KEITH KERBY, KSFO-KPIX program director.

ANN GILMORE has joined WSOC Charlotte, N. C., as woman's editor. ARMOND BODIE, formerly with WRHI Rock Hill, S. C., and WIST Charlotte, has joined station's announcing staff. PAT NABORS, formerly with WGTM Wilson, N. C., has also joined WSOC's announcing staff.

JOSEPH DAHLVIG has been named program manager of WLDY Ladysmith, Wis.

J. R. DUNCAN, formerly director of engineering operations for WLWT (TV) Cincinnati, Ohio, has joined WOAI-TV San Antonio, Tex., as director of programs.

Mr. Duncan

LOREN (Bud) WATSON Jr. has joined staff of WBAP (AM-FM-TV) Fort Worth, Tex.

WAYLAND FULLINGTON formerly president of Nelms & Fullington advertising firm of Springfield, Mo., and previous to that program director of KWTO and KGBX Springfield, has been appointed program director of WIRE Indianapolis.

Mr. Fullington

FREDERICK P. LAFFEY, chief announcer at WLAW Lawrence, Mass., is the father of a girl, Julie.

EUGENE MICHALSKI, CHARLES NOWAK, MARIAN BIELANSKI, ADAM NOWAK and CAROLINE ZABOROWSKA have joined announcing staff of Polish Program Service, Passaic, N. J.

BOB DREPPERD, chief announcer at WLOW Norfolk, Va., has been appointed program director. He was formerly with WBML Macon, Ga. NORMAN WAIN has joined WLOW's announcing staff.

Mr. Drepperd

AL JOHANSEN has rejoined writing staff of NBC *Duffy's Tavern*.

HARRY KOPLAN, producer and director of Saturday broadcasts of CBS *Meet the Missus* has started as m.c. for that day's broadcasts of the six weekly show.

BOB FISHER has joined writing staff of NBC *Alan Young Show*.

DICK LOCKE, film director at WBKB (TV) Chicago, is the father of a boy, Donald William.

WARD FENTON, night supervisor at WBEN Buffalo, N. Y., is the father of a boy, Ward Fenton III.

ARTHUR BONNER, formerly news writer for CBS, has joined WOR New York as summer replacement news writer, pinch-hitting for vacationers.

HELEN WENTZ, program builder at NBC Chicago, and H. Richard Forbecker have announced their marriage.

NICK NICHOLSON, KROW Oakland, Calif., announcer, has started new daily program on station, *Nick's Notion Counter*. Program features philosophic, household and fashion hints plus music.

FRANK MORRIS, of KECA Hollywood writer-producer staff, and his wife have adopted two-month old boy, Craig Stephen.

LORAINE LARSON, director at WBKB (TV) Chicago for six years, and PHIL GROH, formerly of the station staff, have announced their marriage.

O. H. (Buddy) WICKERS, disc m.c. at KXOK St. Louis, is the father of twins, boy and girl, Bonnie Jean and Ronnie Dean.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervisor of all television operations. Mr. Pike will also create and produce programs to emanate from the station's studios.

Mr. Pike

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallelo are to be married April 23.

TERRY CARPENTER, formerly with Biow Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc m.c., and Lynne Snow have announced their marriage.

WOV'S CHECK

Aids Boys Town for Italy

Arnold Hartley (r), WOV program director, presents check to Judge Marchisio as Msgr. Carroll-Abbing (center) looks on.

* * *

WOV New York's listeners are evincing tangible interest in the "Boy's Town for Italy" project—in terms of dollar contributions. Italian listeners already have donated more than $1,000 to the Italian version of the late Father Flanagan's Boy's Town. Msgr. John Patrick Carroll-Abbing, founder and director who is currently in New York, will use the money to further his good work when he returns to Italy. Judge Juvenal Marchisio, president of American Relief for Italy, accepted the first check from WOV.

Mitchell A. Curtis

MITCHELL A. CURTIS, 34, who aided Oliver S. Gramling in setting up the Associated Press news service for radio stations, died March 10 in New York of acute leukemia. Mr. Curtis was night radio news editor of the AP in New York. For two years he was news editor of WCLS Joliet, Ill. He joined the AP 12 years ago. Surviving are his wife Mrs. Olga Sylvia Curtis, a former AP radio news writer; two children by a former marriage, and his parents.

FIVE trailers on safety are being distributed again this year by National Safety Council to video stations on loan basis. The 16mm movies, produced without music, run less than one minute each, according to Dan Thompson, council radio director.

SMPE MEETING

Slated April 4-8 in N. Y.

THE SOCIETY of Motion Picture Engineers will hold its 65th semi-annual convention April 4 to 8 inclusive at New York's Hotel Statler.

Latest developments in theatre television and high-speed photography will be outlined by reports and demonstrations at special sessions and symposia during the convention's first three days, announced Earl I. Sponable, president of the society and technical director of 20th Century Fox.

A major concentration of scientific and engineering leaders in the film world is expected at the conclave to discuss the rapid approach of commercial theatre television and many technical aspects of the film industry. Technical papers are being assembled by chairman of the society, Norwood L. Simmons Jr., vice chairman Joseph E. Aiken, Lorin Grignon, Edward S. Seeley, R. T. Van Niman and H. S. Walker of the papers committee.

William H. Rivers, SMPE Atlantic Coast section chairman, is in charge of local arrangements and William C. Kunzmann, convention vice president, will supervise registration and information for the meetings. Oscar F. Neu, chairman and Lester B. Isaac, vice chairman, head a committee for the society's get-together luncheon, to be held in the hotel's Georgian Room, April 4, and the semi-annual banquet on April 6.

LINDENWOOD

Radio Conference Planned

JUDITH WALLER, public affairs director for NBC Central Division, Chicago, and Ted Westcott, of KSD and KSD-TV St. Louis, will headline the Third Annual Radio Conference at Lindenwood College, St. Charles, Mo., on April 29.

The conference is attended by students and faculty members of colleges and high schools in the St. Louis area and by representatives of civic groups.

Canadian Ratings

TOP CANADIAN evening programs, according to Elliott-Haynes Ltd., Toronto, were *Radio Theatre* with rating 35.5, *Fibber McGee & Molly* 33.4, *Amos 'n' Andy* 28.6, Fred Allen 25.8, Bob Hope 24.4, *Twenty Questions* 23.8, *Ozzie & Harriet* 23.7, *Wayne & Shuster* (Canadian program) 23.1, *Ford Theatre* 21.3, and *Treasure Trail* (Canadian program) 21.2.

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News

QUIN RYAN, first manager of WLS Chicago and former manager of WGN Chicago, has joined *Chicago Herald-American* as radio-television columnist. Mr. Ryan is former member of board of the NAB and MBS.

GEORGE GOW, formerly with KFH Wichita, Kan., has been appointed news director of KANS Wichita. Mr. Gow is member of Washington Radio Correspondents Assn. and National Assn. of Radio News Directors.

Mr. Gow

CONNIE ALEXANDER, staff announcer with KVER Albuquerque, N. M., has been appointed director of news, sports and special events.

BLAKE CHATFIELD, television editor of NBC Hollywood press department, and ROCCI MASCHETTI of ABC Hollywood publicity staff, have announced their marriage.

JOHN H. THOMPSON, manager of news and special events for KNBC San Francisco, has been appointed to teach radio news writing at Stanford U. Journalism School.

SAM HAYES, NBC newscaster, is the father of a girl, Diane.

ABC FORUM TRIP

'Town Meeting' to Tour World

ABC's radio and television forum program, *America's Town Meeting of the Air*, (Tuesdays, 8:30-9:30 p.m.), will make a round-the-world trip by air to 14 national capitals during July, August and September.

Announcement of the tour was made on last Tuesday's broadcast by George V. Denny Jr., president of Town Hall and originator of the program. He asked the American people for "Dollars for Democracy" contributions to finance the trip. Purpose of the project, he said, is "to demonstrate free speech and action."

Programs, under current cooperative sponsorship, will continue on ABC via transcriptions.

WAAB Stays on Air

WAAB was the only Worcester, Mass., station to remain on the air when a fire in one of the Worcester County Electric Co.'s sub-stations caused a temporary power shutdown at 7:24 a.m., March 10 according to Richard A. Cobb, manager. WAAB's transmitter was outside the shutdown area. The station, affiliated with MBS and Yankee, used a network show when power at its studios failed.

WGPA Bethlehem, Pa., again has been given broadcast rights as a member of Atlantic Refining baseball network to carry all games this season of Philadelphia Athletics and the Phillies.

AM GRANTS

Final Decisions Given To Four Stations

FOUR COMMUNITIES which have no local radio stations—two of which receive no primary service day or night—were awarded fulltime local outlets in final decisions handed down by FCC last Monday and Tuesday.

The Commission also made final its proposal to grant the application of KOSA Odessa, Tex., to move from 1450 to 1230 kc, operating with its present 250 w power [BROADCASTING, Jan. 24].

The new-station grants, all effectuating proposed decisions issued earlier this year, went to:

Alexandria Broadcasting Corp. for 1490 kc with 250 w at Alexandria, Minn. [BROADCASTING, Jan. 24]. The competing application of Alexandria Radio Corp. was denied.

Richland Broadcasting Corp. for 1450 kc with 250 w at Richland Center, Wis. [BROADCASTING, Jan. 31].

Blue Valley Broadcasting Co. for 1450 kc with 250 w at Beatrice, Neb. [BROADCASTING, Jan. 24], when KVAK Atchison, Kans., moves from 1450 to 1470 kc. The rival application of Beatrice Broadcasting Co. was denied.

Herald Broadcasting Co. for 1230 kc with 250 w at Levelland, Tex. [BROADCASTING, Jan. 24]. It was in this case that KOSA won its grant for 1230 kc. Other 1230 kc applicants, mutually exclusive with the Levelland and KOSA applications, were denied: Panhandle Broadcasting Corp. of Amarillo; Voice of Amarillo; KBST Big Spring, Tex., and KWEW Hobbs, N. M.

Of the four communities for which new stations were authorized, Alexandria and Richland receive no primary service day or night; the Levelland service area receives primary service only during the day, and Beatrice receives day and night primary service only in its residential area.

Local ownership, extent of ownership participation in station affairs, and need for a local outlet were principal factors applied by the Commission in reaching its decisions. In the Beatrice case a newspaper connection of the Beatrice Broadcasting Co. was also a factor against that applicant.

Ownership of the grantees:

Alexandria Broadcasting Corp.—Principal stockholders are President R. Castle Brown, owner of American Institute of the Air, a radio school at Minneapolis; Kenneth A. Tessmer, U. of Minnesota student, and Everette Q. Walters, an employe of the North American Creameries at Alexandria. They own 21.5% each, and will be general manager, farm service director, and assistant general manager, respectively. Other stockholders: Robert R. Hildreth Jr., who has been associated with KDTH Dubuque and WMIN, WTCN and WLOL Minneapolis-St. Paul, and Kenneth C. Bechtel, Alexandria businessman, who have 10.8% each; Wayne L. Moody and Henry T. McNamee, of Alexandria, 8.6 and 5.3% respectively. Mr. McNamee will be commercial manager; Mr. Moody, news editor; Mr. Bechtel, program director, and Mr. Hildreth, music and continuity director.

Richland Broadcasting Corp.—Controlling owner is President Arthur Overgaard, a road contractor of Elroy, Wis., who owns 51.2%. Rest of the stock is held by Thomas R. Kelley of Chicago, who has done engineering work for KFAB Lincoln, KVOA Tucson, WCRW Chicago and WNMP Evanston, Ill., and who will be manager of the Richland Center station. Donald E. Gill of Madison, a certified public accountant, is secretary and treasurer but owns no stock.

Blue Valley Broadcasting Co.—Chief owner (60%) is President John F. Thorwald, veteran broadcaster and former manager of WRR Dallas, Tex., more recently general manager of KRIG Odessa. William V. Davis, real estate dealer and musician, is secretary and owns 12.5%. Samuel W. Engle, chief engineer of KHBR Hillsboro, Tex., and F. W. Carstens, Beatrice attorney, own 2.5% each, and the following local business and professional men own 3.75% each: Merle G. Jones, Marion I. Morton, Thomas E. Adams, Marion E. Dole, Joseph D. Goldberg, and Forrest E. Wilke. Mr. Thorwald will be general manager and sales manager; Mr. Davis, producer and announcer and sales assistant; Mr. Engle, chief engineer. A network affiliation is planned.

Herald Broadcasting Co.—Owned by Forrest Weimhold, weekly newspaper publisher, of Levelland. His newspapers are the Hockley County Herald and the Levelland Sun-News, and the Morton (Tex.) Tribune. He plans to devote substantially all of his time to the radio station.

Ownership of the denied:

Alexandria (Minn.) Radio Corp. is owned by eight stockholders headed by Roger L. Dell (12.5%), an attorney at Fergus Falls and president and one-third owner of KGDE there.

Panhandle Broadcasting Corp., Amarillo, is headed by Grady Hazelwood, Amarillo attorney, who owns 25%. Chief owner (44%) is Bill Southworth, general manager of two motor companies, and the remaining stock is owned by W. H. Dwight (20%), Amarillo time salesman, and John W. Hazelwood (11%), an attorney and brother of Grady.

Voice of Amarillo is owned by Jim Goldberg (60%) and Ben H. Guill (40%), businessmen.

Beatrice (Neb.) Broadcasting Co. is owned by President Herbert T. Weston Jr. and Jefferson B. Weston, brothers and businessmen, who have 43% each, and Bernard R. Rothenberger (14%), editor of the Beatrice Times, which is owned by the Westons' mother.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Programs

A FIRST for WCPS Tarboro, N. C. — its first giveaway show—has proved a thumping success—a 1,500 mail count the first week. The platter-chatter show requests listeners to send in a post card with their name and address, and during the last few minutes of each day's broadcast one card is drawn from the pile, the winner receiving the jackpot of prizes. Its that simple to win on *Draw a Card, Please* —no questions to answer, no sentences to finish—just draw a card.

Fleet Maneuvers Coverage

WAPA San Juan, P. R., provided technical facilities and program material for ABC's coverage of Atlantic Fleet maneuvers in the Caribbean. Station Manager Harwood Hull Jr., ABC correspondent, made five remote pickups for network's *Headline Edition* and *News of Tomorrow*. WAPA also provided facilities for H. R. Baukhage, ABC commentator, who was in Puerto Rico for the maneuvers. Mr. Baukhage transcribed three programs from the WAPA studios. Station also originated several 15-minute programs from Roosevelt Roads and other Caribbean installations during maneuvers.

Election Time

TO ASSIST Los Angeles voters in determing whom to choose for their next mayor at April 5 primary election, KNX Los Angeles March 13 started series of half-hour programs *Your Next Mayor*. Series runs for four weeks during mayoralty campaign. Each week three candidates appear and present their platforms. Stuart Novins, KNX-Columbia Pacific Network director of public affairs, produces programs.

Flying High

WHEN Capt. Bill Odom crossed Iowa on his record-breaking flight from Hawaii to New Jersey, staffers of KGLO Mason City and WTAD Quincy, Ill., were right on hand. With special authorizations from CAA and using CAA equipment, the two stations recorded Capt. Odom's voice as he described weather conditions, his personal accommodations while in flight and other interesting notes and comments. KGLO and WTAD played the recordings on newscasts while Capt. Odom was still completing his flight.

DXer Time

AS a courtesy of DXers all over the country, WWSW Pittsburgh is interrupting its standard 24-hour schedule by observing a 15-minute period of silence in order that a special DX program from CKEN Kentville, Nova Scotia, may get through.

Railroad Review

BEHIND the scenes in modern railroading is format of Boston & Maine Railroad's new show on WBZ-TV Boston. Known as *The Boston & Maine Railroad Show*, program gives the televiewer an on-the-scene motion picture tour of railroading. Each week a different angle of the industry is featured: including, a ride in the Diesel, on a freight train, in the dining cars and a look into the repair shops and from the signal towers. Carl deSuze emcees the series, and railroad officials act as guest speakers, narrating the programs which illustrate their departments.

Presenting 'Hamlet'

TOMORROW (March 22) KFJZ Fort Worth, Tex., will broadcast an hour-long condensation of "Hamlet." KFJZ, which states that this is the first such effort in the Southwest, will feed program to the Texas State Network. Radio adaptation of the play is by John Sullivan, continuity head of KFJZ. The cast includes students and instructors at Texas Christian U. plus radio and stage talent.

Baseball's Pre-Game Roundup

SEVERAL stations throughout the country are now airing programs direct from the spring training camps of the various ball clubs. WOL Washington is featuring Bill Brundige in nightly tape-recorded telephone conversations with players and coaches from Orlando, Fla. WJR Detroit is using a weekly series emceed by Harry Heilmann in which he also includes his observations and predictions. And WDRC Hartford, Conn., is also airing telephone broadcasts. Bill Lee of the Hartford *Courant* is featured from the Florida training camps.

Safety Patrol

TRAFFIC safety for school children is theme of WJBK-TV Detroit's newest studio program. *Green Pennant Patrol*, inaugurated in cooperation with the Detroit *Times*, telecasts that paper's weekly award to one of Metropolitan Detroit's 10,000 patrol boys. Special entertainment acts and cartoons beamed towards traffic safety for children are included in each week's telecast.

Doctors Viewpoint

IN COOPERATION with the Dept. of Public Health, the Philadelphia County Medical Society and the medical office of the Fourth Naval District, WIP Philadelphia is airing a series of programs each Thursday at 8:30 p.m. in a drive against venereal disease. *The Doctor Looks at V. D.* presents stars of screen and radio in dramatizations of the problem, documentaries and tape-recorded interviews with actual patients in hospitals. Each program is planned to use radio as a medium for case-finding. All material is aimed directly at the person who has reason to suspect infection, and urges immediate medical or clinical examination.

'The Cradle Club'

PROGRAM for pre-school children and their mothers, *The Cradle Club*, has been revived by KRLD Dallas after several years. The new show is heard Mon.-Fri., 9-9:15 a.m., and every broadcast includes a birthday party for three youngsters, who cut their cake, blow out candles and tell something of themselves.

'Angles on Art'

INSTITUTE of Contemporary Arts, Washington, is scheduling a series of programs on WTTG (TV) Washington each Tuesday at 8 p.m. Series is designed to present the arts in an enlightening as well as interesting fashion. The program, *Angles on Art*, includes discussions and demonstrations on acting techniques, modern dance, pottery, sculpture, design and painting.

'Hy-Lights'

WICU (TV) Erie, Pa., which took the air March 15, is programming a weekly series entitled *Hy-Lights* and devoted to matters of interest to women. Hy Yaple, society editor of the Erie *Dispatch*, is emcee. Special feature of the telecasts will include the paper's guest "Beauty of the Week."

The Mayor Speaks

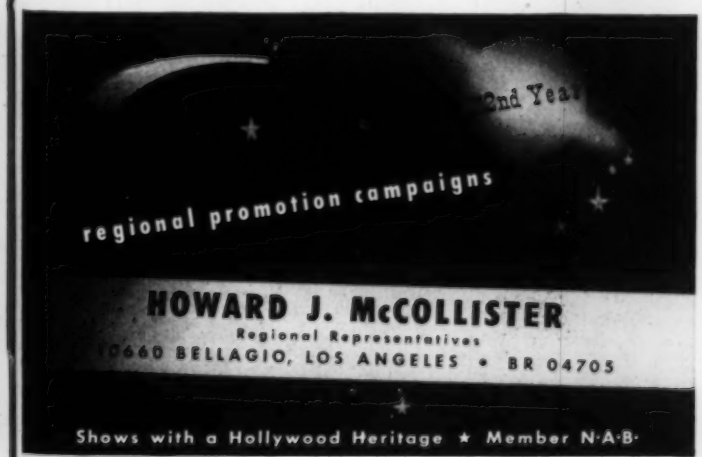
MAYOR Joseph E. Smith of Oakland, Calif., is featured in KROW Oakland's new weekly public service program *Joe Smith Talks It Over*. Mayor Smith uses a chatty, informal style in his report on municipal affairs.

NAEB DELEGATION

Two Named for UNESCO

TWO more National Assn. of Educational Broadcasters members have been named by president Richard B. Hull, director of WOI Ames, Iowa, to represent NAEB at the second national conference of the U. S. National Commission for UNESCO in Cleveland, Ohio, March 31 through April 2.

Completing the group's delegation to the conference are Morris S. Novik, NAEB executive secretary and New York radio consultant, and Harold Engel, director of WHA Madison, U. of Wisconsin station.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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales or commercial manager to assume complete charge of station and put on paying basis. One willing to gamble his ability against drawing account and liberal commission. Station 1000 watt, daytime, fulltime pending in upper midwest. Box 446a, BROADCASTING.

General manager for local 250 w fulltime. Sound business and resort community near Chicago on Lake Michigan. Compensation depends upon qualifications, experience and results. Starting with construction permit, must build plant as well as business. Attractive incentive plan and possible future ownership interest for the manager who builds with the station and community. State experience, giving dates and references, and send recent picture. Box 505a, BROADCASTING.

Manager for 250 watt station operating 18 hours daily in city of 17,000. Must be qualified to direct all phases of operation. Straight salary, no commission. Preference given man with at least five years experience in one location. Give complete details in first letter, including salary wanted and at least three references. No phone calls. Write Station WMDN, Midland, Michigan.

Salesmen

Salesman—Established NBC affiliate in large southeastern market has opening for aggressive man with successful radio sales experience to handle important list local accounts. Send background and references to Box 441a, BROADCASTING.

New England independent, going fulltime, wants experienced salesman. Box 492a, BROADCASTING.

Salesman, immediately, 5000 watt neutral station, guaranteed salary, commission over active accounts practically cover salary. Excellent opportunity for right man. Write full particulars, picture, reference, etc. Inquiries confidential. Management, KMON, Great Falls, Montana.

Announcers

Competent young man, interested in sports to write up sports events for daily paper and announce play-by-play for newspaper owned station. Single man preferred because of housing. Write, sending transcription if possible. Box 447a, BROADCASTING.

Wanted—Combination announcer-engineer. No students. Emphasis on announcing. Send disc. $60.00 to start. Box 491a, BROADCASTING.

250 watt Mutual affiliate with heavy commercial schedule wants announcer with some experience. No news or sports. Good future for a hard worker. $40.00 straight for a 44-hour week. Ralph Henry, KVER, Albuquerque, New Mexico.

Very good job available for experienced man with at least a years experience. Rush audition discs to KXIT, Dalhart, Texas.

Wanted—Experienced announcer for morning shift. Must be able to run disc show. Apply, giving qualifications, salary requirements and references. Send disc to Ray Schreiner, Chief Announcer, WBTM, Danville, Virginia.

Experienced announcer with first class ticket. Emphasis on announcing. Apt. available. Splendid working conditions, good salary to right party. WHAR, Clarksburg, W. Va.

Top hillbilly disc jockey—unusual opportunity for an unusual personality. Our show well established with excellent rating, mail, sponsors. We want experienced man who knows hillbilly and western music. Must be original and have ability to change voice, impersonating several characters. Ability to announce regular shows also essential. Must have established selling technique, mail, and rating record. Unusual incentive plan, base pay, talent and commission, makes this ideal job for ambitious man. Give complete details first letter with picture and transcription of show. Station WJMR-WRCM (FM), New Orleans, Louisiana.

Help Wanted (Cont'd)

Experienced morning man, 1000 watt Mutual station. Apply in person. WNAE, Warren, Pennsylvania.

Technical

Chief engineer—Experienced with good background, to maintain modern 250 watt northern Alabama station. Living conditions good, near-by large city. Send detailed resume of experience, background and references. Good salary. Box 404a, BROADCASTING.

Have opening approximately April 15 for two first phone transmitter operators. Experience preferable but not necessary. Initiative and ability to follow instructions a primary requisite. Start $175.00 per month—40 hour week. 250 independent in W. Va. Send photo, race, religion and general qualifications first letter. Box 499a, BROADCASTING.

Combination engineer-announcer. Salary to match ability. Rush disc, letter, photo to KHIT, Lampasas, Texas.

Immediately — Engineer-announcer for progressive network station. Congenial staff, pleasant working conditions. Send disc, complete background, salary expectations to WDEC, Americus, Ga.

Needed immediately. Two combination engineer-announcers. Send full information to Lester Gould, WJNC, Jacksonville, N. C.

Production-Programming, others

Continuity writer wanted by 1000 watt independent near Chicago. Box 453a, BROADCASTING.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Manager-engineer. Married, sober and reliable. Will construct and organize your station for efficient and profitable operation, or if already in operation, will manage your station in the interest of economy and profits. Box 295a, BROADCASTING.

Commercial manager, college graduate, young, 6 years experience. Desires permanency. Box 448a, BROADCASTING.

Interested in position of responsibility and earnings in five figure bracket. Strong in sales. Gross local and regional billing of $200,000.00 during 1948. Understanding of basic programming, promotion and merchandising of outstanding 5000 watt network metropolitan operation presently adding television. Age 36. A-1 references. Only bona fide inquiries requested. Box 465a, BROADCASTING.

Twenty-two years thorough experience in radio as station, commercial, production and program manager. Outstanding record in sales, promotion, and production. Can produce profits, programs and prestige for your station. Top references. Box 467a, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station operation. Actual experience several years each department, sales, programming, production, public and employee relations both new and going stations. Presently employed. Your interest held strict confidence. Box 471a, BROADCASTING.

Experienced, capable young man, excellent background. Presently employed, seeking change to progressive station. Replies confidential. Box 472a, BROADCASTING.

Alert promotion-publicity manager, proven ability, desires change. Sales and community-minded with experience, ideas and versatility. Will consider progressive station or agency offering future. Box 506a, BROADCASTING.

Situations Wanted (Cont'd)

Salesman

Sales promotion and sales—Eight years experience with agency, network and local station. College graduate, dependable, top references. Desire permanent connection in congenial surroundings. Presently employed. Box 502a, BROADCASTING.

Announcers

Announcer — Some experience, all phases, young, single, willing to travel. Box 390a, BROADCASTING.

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Experienced announcer, operates board. Graduate of radio school. Experienced service man and continuity writer. Clean cut and good habits, 27. Will travel. Disc, photo available. Box 424a, BROADCASTING.

Desire on-job-training (announcer). Graduate School Radio Technique—some experience. Have ambition, talent, eligibility certificate. Will go anywhere. Disc-photo on request. Box 426a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Excellent voice. Some experience, know console. Reliable, sober. Single. Box 443a, BROADCASTING.

Experienced, young announcer—thorough, reliable, married veteran, seeks permanent position with future, in midwestern or northwestern metropolitan area. Information, disc, photo. Write Box 457a, BROADCASTING.

Are your news and serious music programs sustaining? They shouldn't be. I'm your man! Single, 22, two years staff experience. Mature personality, delivery. Worked MBS affiliate. Available now. Midwest only. Box 461a, BROADCASTING.

Sports announcer. Play-by-play major sports. Presently employed 5 kw regional. Box 462a, BROADCASTING.

Want the greatest announcer in the world? Well, I'm not he. But I am capable of handling a disc show, newscasting, writing copy, and doing play-by-play, any sport. Will be available on two weeks notice and prefer northeast. Box 463a, BROADCASTING.

Announcer, thoroughly trained all phases announcing. Skilled operator console turntables, no floater, veteran, married, 25. Disc, photo, available. Box 468a, BROADCASTING.

Salary not important. Expect to be paid adequate wage for the community—but climate, living conditions, etc., much more important. Ten years experience in good stations—all phases of announcing, news and special events. Box 469a, BROADCASTING.

Announcer, currently employed, two years radio experience. Desires position which offers training in radio production and programming. Has college degree. Box 483a, BROADCASTING.

Announcer—28, married, 2 years experience network affiliate. Good commercial and all-round staff man. Don't expect to make a million—just a living wage. Disc upon request. Box 487a, BROADCASTING.

Would like to find job as announcer. Have completed two years of college as language major. During these years, worked on college station as announcer, disc jockey and news commentator. Box 490a, BROADCASTING.

Announcer—23, vet. Experience on mike and board. Excellent salesman. Good deejay. Single, free to travel. College graduate in advertising and speech. Details and disc on request. Box 494a, BROADCASTING.

Experienced young announcer—presently employed. Desires position with progressive station. Box 496a, BROADCASTING.

Exp. all phases. Management, production, announcing (tops all types incl. sports 10 years). Engineering (have dusty first class ticket). Now managing 10,000 watter. Want good, permanent position where capability counts. Age 32, stable. References. Box 497a, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding sportscast. Box 498a, BROADCASTING.

Ten years commercial experience on good stations. Able to handle any news or sports assignment. Will consider only year round good climate. Want adequate salary—not exorbitant. Box 470a, BROADCASTING.

Situations Wanted (Cont'd)

Star combination performer accurate exciting, professional play-by-play baseball, football, basketball. Chief announcer, 1st class ticket. $100 weekly, plus talent. Box 500a, BROADCASTING.

Announcer—Married, desires permanent position with opportunity for advancement. 29, college graduate. Box 503a, BROADCASTING.

Sportscaster — Thorough background, seven years play-by-play, sponsor references, want sports station, handle everything including wire baseball, let disc speak, any size market, will sell, announce. Family. Box 508a, BROADCASTING.

Self-respecting staff man desirous of locating in progressive community. Announcing, traffic, production experience. Well educated. Dramatic and other specialized training. Plan to study for engineer ticket. Teetotaler. Now employed. Splendid references. Seeking congenial, profitable connection. Write Box 1217, Orlando, Florida.

Announcer — Versatile, understands languages. Inexperienced. Acting experience. Telephone Michigan 2-7077, Joseph Dumont, 440 Schiller, Chicago.

Announcer, can operate board, graduate, School of Radio Technique. Young, single. Wants position with small progressive station. Prefer midwest, but will travel. Clean, good habits. Photo and disc on request. Jack Fisher, 909 W. Main, Hoopeston, Ill. Phone 779.

Announcer-writer, experienced, will travel. Sam Grimaldi, 332 Hubbard Ave., San Fernando, California.

Available immediately. Announcer, 2 years college. Year experience, d.j., news, commercials, board operation, dance remotes, phone shows, some copywriting, sports color, acting. Married, steady, easy to get along with. Deep, resonant, friendly voice. No desire to float. Will travel. Write Eagle Grove, Iowa, Box 184.

Announcer — Experienced, capable newscaster, disc jockey, desires position with progressive station. Will consider all answers. William Hunt, 2715 W. Division St., Chicago, Ill.

Announcer, all phases. Play-by-play sports, 1 year experience, disc, photo. Ed Silver, 4342 Drexel Blvd., Chicago 15. Oakland 4-4278.

Capable staff announcer, can broadcast sports play-by-play also. Prefer middlewest. Address replies to Steve Smigla, 2215 Colfax Ave., S. Minneapolis, Minnesota.

Announcer—One year commercial experience. Can operate board. Radio school graduate. Prefer middlewest or west. John Somers, 71 Gale Ave., Elgin, Illinois. Phone Elgin 6203Y-3.

Veteran—Wants exeprience in announcing and writing. Radio school graduate. Dependable. References. J. J. Waskow, 930 Emerson St., N.W., Washington 11, D.C.

Experienced announcer—1½ years, single, will travel. Full knowledge of control board, remotes. For disc, details, Bill Webber, 1199 Hancock Street, Brooklyn 21, N. Y.

Technical

Engineer-announcer. Experienced 25 year old married veteran with ticket desires combo position with emphasis on announcing. Midwest preferred. Box 412a, BROADCASTING.

Engineer—First phone, age 22, single. One year experience transmitter, studio, recording, and remotes 250 watt Mutual. Will travel. Presently employed. Prefer midwest. Box 442a, BROADCASTING.

Engineer—Age 32, single, veteran. Recent school graduate, first phone, inexperienced. Sober, conscientious, college and business background. Desire job transmitter operator. Location unimportant. Box 444a, BROADCASTING.

Engineer, first phone, first telegram; 31, married. 8 years marine and point-to-point transmitters from 100 watts to 50 kilowatts, available at once. Box 454a, BROADCASTING.

Competent engineer seeks permanent position Florida station. Construction, directional, studio experience 250 to 10 kw; tops in production. Can and will do combination; conversant sports, music. Best Florida references. Employed, available short notice. Box 455a, BROADCASTING.

Chief engineer or engineer—chief of 1000 watt station desires position in east or midwest, preferably new installation. Seven years experience, unmarried, two years college, excellent references. All inquiries answered. Box 458a, BROADCASTING.

Situations Wanted (Cont'd)

Transmitter technician, no studio or remotes wanted, non drinker. First phone. Two years AM, FM experience, cam. Go anywhere. Prefer Ill., Ind., Wisc., Colo. Not screwdriver type. Want permanent job, topflight stations only. Box 475a, BROADCASTING.

Engineer, first phone, veteran, 28, married, experience 1000 watts AM, FM, transmitter and studio, 3 years electrical engineering, associate IRE, available immediately. Box 477a, BROADCASTING.

Engineer, first phone. Experience in all phases, can announce. Minimum $70. Prefer Florida-Arizona or California. Housing necessary. Sober, reliable with children. Box 479a, BROADCASTING.

Engineer, degree, 8 years as chief, 1st phone. Now employed by consulting firm, make an offer? Box 480a, BROADCASTING.

Experienced engineer desires permanent employment in the south, preferably Tennessee or Kentucky. AM-FM operation, installation and combination work. 1½ years college, 20 months radio school, including TV. Married, sober. Box 481a, BROADCASTING.

Engineer, college, 1st phone, 3 years experience all phases, studio, recording, remotes, AM-FM xmitter. Bus transit radio. Prefer studio operation. Box 507a, BROADCASTING.

Engineer first class, married, two children. Wish to apply principals studied last 34 weeks in Electronic Radio Television Institute, Omaha, Nebraska. Prefer position west of Mississippi. Will do announcing. John K. Ball, McFarland, Kansas.

First phone man, 20, single, desires engineer, possibly combination work. Disc and references. Don Biskup, Orleans, Nebr.

Young man, 18, 1st phone, desires engineer or combination work. Disc and references. Roger Hammond, 3867 Farnam, Omaha, Nebr.

Engineer—Experience in AM, FM, station, 2½ years technical training in AM, FM, UHF and all phases of television. Desire position with progressive station with future television possibilities. Available immediately. Single, excellent references. Charles Hanley, 45 Simmons Ave., Kirkwood, Mo. Phone Kirkwood 1724.

Experienced transmitter engineer with first phone wishes work in station with a future in midwest. References. Have car and available immediately. Harold Howard, 341 N. Ash, Wichita, Kansas.

Young man 20, first phone, two years radio service experience. No operating experience. Single, Donald Steger, 24 Univ. S. E., Minneapolis 14, Minn.

Production-Programming, others

Gag writer for disc jockeys available. Will send free material. Box 319a, BROADCASTING.

Experienced bookkeeper, stenographer would like position as traffic manager, continuity writer. Have had some training in traffic. Also handled own air show. Prefer southwest location. Box 445a, BROADCASTING.

Top morning man, now production—music director, 1 kw daytime. Will do staff work, write some copy. Box 460a, BROADCASTING.

Experienced copywriter with background in sales, promotion and public relations. Available April 1. Box 466a, BROADCASTING.

Available soon—A 14 year sales-minded program director wants midwest medium city. Seven years with one 50 kw. Four years with present 5 kw. Know live AM production and stage shows, artist shows. Hooper and sales record best. Solid references, among national, local clients, and all employers, including present. Write Box 476a, BROADCASTING.

Female continuity writer. Single, reliable, modest requirements. Quality copy in quantity. Upper midwest only. Box 478a, BROADCASTING.

Promotion and advertising manager—4 years radio experience all phases. University graduate. Public relations director. Successful promotion manager, net affiliate, three years. Proven results top references. Married. Available April 1. Box 485a, BROADCASTING.

Program director—8 years experience program and production manager. Announcing, continuity, traffic and production experience. College education. High personnel management rating. Married, excellent references. Box 486a, BROADCASTING.

Program director - announcer. Four years experience, college background, desires midwest. Box 488a, BROADCASTING.

Situations Wanted (Cont'd)

Morning man, program director broadcasting in NYC looking for better setup with large station. $85. Box 501a, BROADCASTING.

Program director—Six years experience as announcer-program director. College graduate desires permanent position. Finest references. Box 504a, BROADCASTING.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

For Sale

Station

For sale: Thriving wired music business in heavily populated Florida city. Address Box 89a, BROADCASTING.

Equipment, etc.

Will sell partial interest or lease 1000 watt, daytime station with fulltime deal pending. Owners uninterested in operation. Fine investment opportunity in rich agricultural midwest community. Box 439a, BROADCASTING.

For sale—RCA 100-F Kluge Co. modified for 250 w transmitter, dual crystals, 1340 kc. Replaced by new equipment—sacrifice at $850. Box 370a, BROADCASTING.

For sale: 2 9A Western Electric pickup heads complete with arms and filter, including one extra 9A head. Good condition. First $250.00 takes complete outfit. Box 449a, BROADCASTING.

For sale—RCA 250 D transmitter, serial #BC1765. Complete with tubes, 2 crystals, 1230 KC. 1 RCA modulation monitor type 66A. 1 RCA type 475B frequency monitor complete with tubes, spare parts for above. All in first class condition. Write Box 482a, BROADCASTING.

For sale—Gates 250C1 250 watt transmitter. Perfect condition, used less than two years. Excellent for an auxiliary or replacement. Reasonable offer will be accepted. Immediate shipment. KEIO, Pocatello, Idaho.

Four Presto 6N portable recorders, two Presto 85E recording amplifiers. All in first class condition. Write Station KOAT, Albuquerque, N. M.

3 RCA heads MI4856; 2 71B RCA turntables; General Radio type 731A modulation monitor; WE 23A studio console; WE 353 E-1 1000 w transmitter; 2 Blaw-Knox type CK self-supporting towers, 182 feet. This equipment now in use becomes surplus in April. Will be sold cheap. KSAL, Salina, Kansas.

RCA—250 watt transmitter. Modified from 100E to 250E with RCA conversion kit. Used as an auxiliary on 620 kc. One crystal oven with provision for another. Excellent condition. $900.00. Chief Engineer, WAGE, Inc., Syracuse, New York.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—RCA 5 kw AM transmitter minus exciter. This is an excellent buy for any 250 watt station expecting to increase to 5 kw. WHIO, Dayton, Ohio.

For sale: Two BK 403 Brush tape recorders. Have been used one year. Can be had for $200 apiece. Radio Station WMAM, Marinette, Wisc.

For sale—Andrew phase monitor, type 40-A, used. $300, immediate delivery. WPDQ, Jacksonville, Fla.

130 feet unused RG 20 U, 52 ohm transmission line—$65.00. 1 RCA 3 inch oscilloscope—$50.00. 1 Western Electric 110A limiting amplifier—$50.00. 1 slightly used Brush Soundmirror magnetic wire recorder, model BK 303 in factory sealed carton with several extra spools of wire—$600.00. Write Chief Engineer, WSGN, Birmingham, Alabama.

For sale—1 RCA, type 1-C 1 kilowatt, transmitter with tubes and motor generator equipment, $1000. 1 RCA, type 96-A limiting amplifier $250. 1 General Radio, class 730A transmission monitoring assembly, $250. WWNC, Asheville, N. C.

Wanted to Buy

Wanted to buy—10 kw transmitter. Preferably air-cooled. No composite job. Box 394a, BROADCASTING.

Wanted—Current model Hammond organ with vibrato chorus control. Box 456a, BROADCASTING.

Help Wanted

Announcer

WANTED: Announcer with mail pulling experience.
Must have actual station experience in direct selling.
Ability to do straight announcing also desired.
Personality must be such that would fit into staff of a major mail pull station operation.
State present salary, experience and references with photo if available.
Write Box 460a, BROADCASTING

Production-Programming

SCRIPT WRITER
Network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to
BOX 291a, BROADCASTING

Situations Wanted

A man's Past programs his Future.
PRODUCER-DIRECTOR
seasoned by rounded experience in AM-TV, film and stage, making well-considered change.
Available for strictly progressive program or production department in Network, Top Station or Agency.
BOX 473a, BROADCASTING.

For Sale

Stations

FOR SALE

New station with the finest equipment. Small southwest town. Wonderful potential.

Box 452a, BROADCASTING

Regional Independent Station

FOR SALE

Single Station Market

in

Middle Atlantic State

This business has consistently increased and expanded with a substantial profit margin during the past several years. Located in prosperous area with no outside competition.

BOX 474a, BROADCASTING

FOR SALE
250-W TEXAS MUTUAL AFFILIATE
Fulltime monopoly in excellent growing 30,000 population market with stable agriculture and oil production, presently grossing $60,000 annually, reasonable terms.
Newspaper & Publishing Properties Co.
Harvey Malott, Pres.
Scarritt Bldg.
Kansas City, Mo.
Phone: Victor 4339

For Sale (Cont'd)

Equipment, Etc.

FOR SALE

RCA 250-L 250 watt AM transmitter. Used 16 months available by reason of power increase. Guaranteed performance and appearance like new. A real buy at $2500.00, including set spare tubes and spare crystal. You save $950.00 on a current production transmitter.

ALSO

IDECO 186′ self-supporting tower, with base insulators. No lighting. $1500.00

IMMEDIATE DELIVERY
Contact Chief Engineer
Newport News, Va.
WGH

FOR SALE—1 new GE BY2B 4 bay FM antenna
1 new GE BT1A 250 watt FM transmitter
1 new GE BP2A FM freq./mod. monitor
1 new RCA BA4C monitor amplifier
4 new RCA BA2B booster amplifiers
1 new RCA 861A limiting amplifier
1 used WE 124D program amplifier
1 used "Wirecorder", battery op.
1 used Jackson 652 audio oscillator
2 used RCA "Varacoustic" microphones
1 Presto "Y" recorder, portable
1 Radiotone R16 recorder, portable
3 new RCA "on Air" lights.
WRRN, 2nd Natl. Bank, Warren, Ohio

Miscellaneous

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(Continued on next page)

SELLING FM

WNAM-FM Uses Storecast Idea

FM BROADCASTERS who have pondered the uncertain future of their ailing infant should be considerably heartened by a "success" story of how one FM station has solved its sponsor problem.

The station is WNAM-FM, which operates with a radiated power of 3,100 w in conjunction with its sister station WNAM Neenah-Menasha, Wis.

Last month, according to Don C. Wirth, vice president and general manager of the Neenah-Menasha Broadcasting Corp., WNAM-FM negotiated a contract with one client who purchased all on-the-hour and on-the-half-hour station breaks and commercial announcements in return for a daily (9 a.m.-5:30 p.m.) operation providing continuous music for 10 super-marts in WNAM-FM's territory.

The contract was negotiated by Fred W. Sample, WNAM sales manager, with Krambo Food Stores Inc. which operates super-marts in Green Bay, Appleton, Neenah-Menasha, Oshkosh, Fond du Lac, Manitowoc, Sheboygan and other cities in Wisconsin.

Additional Service

The unique arrangement will provide Krambo Foods outlets with a storecasting musical service in addition to severing WNAM-FM from WNAM which has duplicated its programs on its FM station.

An interesting side-light on the storecasting service which WNAM will provide is the manner in which the music will be presented.

Until now, Krambo was able to provide music in only its three Green Bay stores by means of an automatic record player which provides for 14 hours of continuous music.

WNAM's engineers merely transferred the record player to WNAM's transmitter, re-wired it into their own amplifiers and the music is being broadcast without requiring additional personnel.

Classified (Cont'd)

Miscellaneous

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REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

FIFTEENTH anniversary of the *Newspaper of the Air*, with the same sponsor and talent, is celebrated by (l to r) Fred Shields, announcer; F. G. Clancy, vice president of Miles California Co. (Alka Seltzer), and Glenn Hardy, news commentator. The program is aired on Don Lee Broadcasting System.

SET SALES

Rise Reported by Census

RADIO and household appliance store sales were $2,728,000,000 in 1948, up 11% from 1947, and a new record high, according to the Dept. of Commerce. In a report on the electrical goods trade, the Bureau of the Census shows that sales for the final quarter 1948, in spite of the high annual total, were slightly under the corresponding period in 1947.

Sales in December 1947 and 1948 were $300 million. No breakdown was shown between radio and TV sales, and other household appliances.

In a review of the 1948 economic situation, the Dept. of Commerce said that personal consumption expenditures had risen 8% above 1947 and the national income rose from $202,500,000 to $224,400,000. Personal savings increased from $8,800,000 to $14,900,000.

Corporate profits, adjusted for inventory valuation, were 20% above 1947. In spite of the record income year, the Dept. of Commerce predicts that "supply and demand were moving toward a balance, and the end of a sellers' market for most types of consumption goods was becoming evident."

Ohio News Show

TWENTY stations of the Standard Network in Ohio are carrying *Ohio-Go-Round*, a roundup of Ohio news, Mon.-Fri., 7:15-7:30 p.m., which started March 14. It originates at WVKO(FM) Columbus and is presented by station's general manager, Bob French, with the assistance of newsmen throughout the state. Following stations carry show: WLEC Sandusky, WLIO East Liverpool, WJEL Springfield, WBBW Youngstown, WTRF Bellaire, WTOL Toledo, WWST WWST-FM Wooster, WCMW WCMW-FM Canton, WIMA WIMA-FM Lima, WTNS Coshocton, WCLT WCLT-FM Newark, WTFM (FM) Tiffin, WFOB (FM) Fostoria, WFIN-FM Findlay, WATG (FM) Ashland, WFAH (FM) Alliance, WFRO (FM) Fremont, WMRN-FM Marion, WHIO-FM Dayton and WJW-FM Cleveland.

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'RADIO BAZAAR'
Highlights News for Women

A SERIES of women's programs stressing a feature format is being conducted on WTIC Hartford by Jean Colbert, director of women's activities. Each day's program stresses a particular theme, using news-worthy information as the backbone of the program. A liberal sprinking of celebrities also appear on the *Radio Bazaar* show.

Running Monday through Saturday from 8:30 to 9 a.m., the co-operatively sponsored program stresses the following themes: Monday, Children's Day; Tuesday, Glamour and Fashion Day; Wednesday, United Nations Day; Thursday, Home Decoration Day; Friday, Household Round-Up Day; Saturday, His Day. The Saturday show, for instance, features such subjects as men's sports, fashions, hobbies, likes and dislikes and meals men appreciate.

Miss Colbert is the daughter of a college professor and a graduate of Hunter College, New York. For six years before joining WTIC she was director, writer and commentator on several highly rated women's programs in New York, Philadelphia and Cleveland. For the nine years before that she was a radio actress and wrote and starred in some of her own plays.

* * *

Miss Colbert (r) and Announcer Ross Miller discuss the Radio Bazaar *program with Mrs. Eleanor Roosevelt.*

HOUSE BAN
Radio, TV Exclusion Order To Be Modified

COUPLED with demands last week that the House Un-American Activities Committee reopen inquiries into a Communist atomic spy ring was a strong indication that the committee's ban on radio, television, newsreel and photographic coverage of hearings might be modified once committee sessions get into full swing.

Chairman John S. Wood (D-Ga.) told BROADCASTING it was his opinion the majority of the committee members are not now sympathetic to repeal or modification of the ban imposed Jan. 31 [BROADCASTING, Feb. 7, 14, 21]. "However," he added, "when hearings start I think the members will realize their decision was too sweeping."

Circumstances which develop later, during hearings, will make it clear to members that their action was "too severe" and "took in entirely too much," Chairman Wood said. At the time the action was considered, Rep. Wood said, he personally had held that the ruling was too stiff. Rep. Wood expressed the view that certain media are "valuable tools of communications" which permit the committee to advise the public of its activities.

The southern legislator declined to specify what media might benefit by relaxation of the ruling. It had earlier been felt that remedial action might be taken to permit, at least, broadcast and wire recording coverage of hearings [BROADCASTING, Feb. 14].

Representatives of NAB, Television Broadcasters Assn., National Assn. of Radio News Directors and MBS Commentator Albert L. Warner, chairman of the Radio Correspondents Assn., had opposed the measures. An audience with the committee was requested by NAB, TBA, and Mr. Warner. ABC and NBC made no individual protests, but indicated their views were expressed by Mr. Warner.

The protests, Rep. Wood said, were read to the committee and made a part of the committee records.

Rep. Wood replied in the negative when asked if any public hearings had been scheduled to hear complaints of Mr. Warner and the trade associations. It had not come to his attention that anyone desired a hearing, Rep. Wood maintained.

"If anyone wants to be heard," he added, "I will do my best to convince the committee that they should be given a hearing."

There were indications that some of those who had filed protests might seek a public hearing.

J. R. Poppele, WOR New York vice president and TBA president, received notification that the TBA request to drop the ban on television cameras at open hearings of the committee would be considered by the committee.

In a letter to Mr. Poppele, Chairman Wood said he had "read the comments contained in your letter with a great deal of interest and I assure you that the entire text of your letter will be presented to the full committee at an early date for consideration."

Mr. Poppele also made public a letter from Rep. John McSweeney (D-Ohio), also a committee member, assuring him of consideration of his request at the next executive meeting of the committee. The committee declined to lend confirmation to this report.

Rep. Wood did not know when the ban would be the topic of a committee session. Many of the members, he explained, are devoting considerable time to work on other committees.

Turntable

HUGO WINTERHALTER, orchestra conductor and arranger, has been appointed musical director for Columbia Records Inc.

ARTHUR GROBART, formerly assistant to the Western Division manager of Decca Records Inc. in Los Angeles, has been named sales promotion manager of the firm, with headquarters in New York.

BART HAZLETT, formerly with KCNA Tucson, Ariz., has joined Harry S. Goodman Radio Productions, New York, as West Coast representative, with headquarters in San Francisco.

FREDERIC W. ZIV Co., Cincinnati, has announced that Public Service Co., of New Hampshire has signed two-year contract for its *Favorite Story* program on WMOU Berlin, WLNH Laconia, WWNH Rochester, WKNE Keene, WOTW Nashua and WKBR Manchester, all New Hampshire stations.

DANIEL R. GOODMAN, vice president and television director of Harry S. Goodman Radio Production, New York, and Carol Jane Adler plan to be married April 7.

Control North Mountain Network Station

Almost three years ago this radio station was established and from the outset had a high monthly billing which it has increased. The profit factor is relatively satisfactory, but could be improved by making some adjustments. Local acceptance is very good . . . the network and national income can be increased . . . which offers an excellent opportunity for the right type of buyer. A little over 60% is available for $30,000 . . . small down payment . . . balance out over four or five years. Let us get some information to you immediately as this value will soon be picked up.

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Allied Arts

COMMDR. GEORGE O'BRIEN USNR, has been appointed commanding officer of Volunteer Naval Reserve Unit 11-1 attached to Armed Forces Radio Service in Hollywood. He succeeds **COMMDR. ROBERT MONTGOMERY,** USNR, who asked to be relieved because of contemplated prolonged trip to Europe.

Equipment

VINCENT dePAUL GOUBEAU, director of materials for RCA Victor Div., has been elected vice president in charge of materials department.

Mr. Goubeau

ARTHUR N. GROSSBERG has been promoted to assistant sales promotion manager, and **GERALD LIGHT** to assistant to vice president in charge of sales at Emerson Radio & Phonograph Corp., New York.

ASTATIC Corp., Conneaut, Ohio, has announced production of new crystal cartridge which uses two separate, independent needles, one with one-mil tip radius for long-playing records, and other with three-mil tip radius for standard recordings.

ANDREW Corp., Chicago, has issued price list and illustrated folder for its Type 737 coaxial cable.

VERIBEST TELEVISION PRODUCTS Inc. has announced opening of its new plant and offices at 233 Spring St., New York. Telephone: Algonquin 5-4980-1-2.

Television

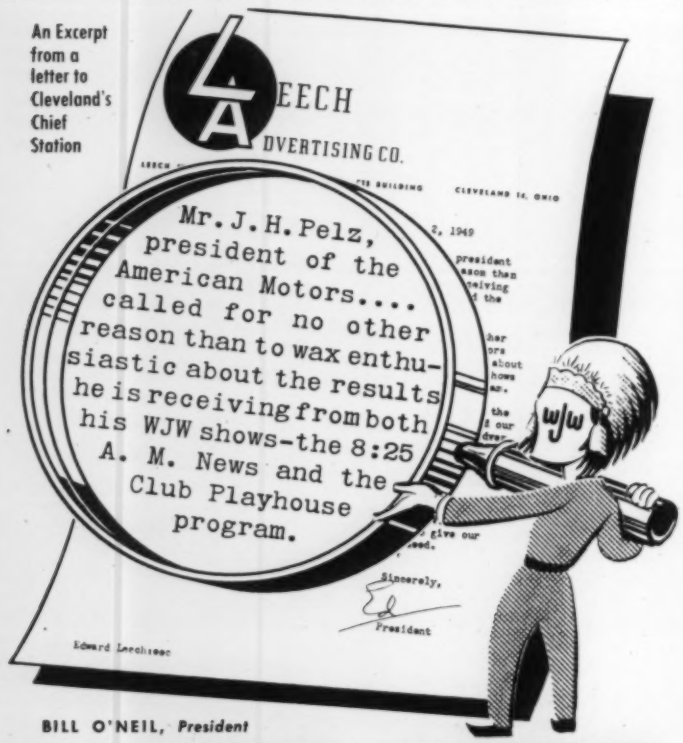
OTIS P. WILLIAMS has joined Video Varieties Corp., New York, producer of television program films, as general sales manager. Prior to joining Video Varieties he was with WOR-MBS New York as a sales executive; WNJR Newark, N. J., as general manager, and has also served on "March of Time" staff.

Mr. Williams

WILLIAM J. THOMAS, who retired from Young & Rubicam five years ago, and **RICHARD DANA,** of UN radio and television department, have become associated with **HENDRIK BOORAEM** in Holland Productions, New York, newly formed organization for packaging television and radio programs. Firm's first production, *Experience Speaks,* is heard Fridays on MBS.

DAVID GILMORE, San Francisco freelance radio writer-producer, has joined Teletalent Agency, same city, to produce package TV shows. Teletalent is new agency designed to develop and produce TV talent, scripts, ideas and shows.

An Excerpt from a letter to Cleveland's Chief Station


LEECH
ADVERTISING CO.
CLEVELAND 14, OHIO
Mr. J. H. Pelz, president of the American Motors.... called for no other reason than to wax enthusiastic about the results he is receiving from both his WJW shows—the 8:25 A. M. News and the Club Playhouse program.
Sincerely,
President
WJW

BILL O'NEIL, *President*

WJW

BASIC ABC Network | CLEVELAND | 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

CAB POLICY

Early TV Licensing Favored

TELEVISION, Canadian music, NAB and NARBA were discussed at directors meeting of Canadian Assn. of Broadcasters, held at Quebec March 7-9. T. J. Allard, CAB general manager, was reappointed for another two-year term and was named with Pat Freeman, newly appointed director of advertising, to attend the NAB convention in Chicago in mid-April.

Major subject discussed was CAB policy on television at which minimums were set for cooperation on TV with Canadian Broadcasting Corp. CAB directors felt that private operators should be licensed at once for TV to follow directive of 1947 Parliamentary Radio Committee, and should be free to obtain TV network programs from United States. TV station licenses should be granted for longer than present AM three year term to allow stations to make a return on their investment, they stated. It was considered essential that an independent regulatory body be set up before TV stations be licensed; that there should be no subsidized competition on TV; that TV viewers should not be taxed as proposed by CBS at $10 a year per receiver.

CAB's board tentatively set Hamilton, Ont., as location for the 1950 annual convention, with Niagara Falls, Ont., as secondary choice. It was decided to contribute $250 to adult education radio awards. CAB board agreed that industry should be represented at forthcoming NARBA meeting in Canada this autumn.

Bob Burton, BMI general manager, reported on development of Canadian musical talent by BMI and BMI (Canada). Pat Freeman reported on his operations as service and advertising director since taking over his post recently at Toronto. He will have special meetings with NAB executives at Washington during week of March 21 on new method of program survey which he developed. CAB Sales Committee was directed to make a further study of redefinition of national and local sales rates for submission to annual meeting of CAB at St. Andrews-by-the-Sea, N. B., next June.

Full CAB board attended meeting, which was followed by regional meeting of Quebec independent stations, who discussed sales and rates problems with CAB executives.

WSAV Aids Listener

RESPONDING to a postal card appeal from one of its listeners, Pauline Harris, Bristol, Ga., WSAV Savannah arranged to send a new battery to replace one which had gone dead in the listener's radio set. Calling WSAV "one of the best stations on the radio," the listener told of her plight. Her radio, she said, had "just quit playing last week and do I miss it very much! We will not be able to get one [a battery] in a long time" But WSAV took care of that.

WICA EXPANDS

Starts FM, Goes Fulltime

HERALDING an increase in power for WICA Ashtabula, Ohio, and the launching of WICA-FM, the *Ashtabula Star-Beacon* published an 18-page radio supplement to its March 4 issue.

WICA-FM, operating on Channel 279 (103.7 mc) with 48 kw, took the air March 5, and on the same date WICA, previously a 1 kw daytimer, became a fulltime station with 5 kw day and 1 kw night. Both WICA, which is on 910 kc, and WICA-FM maintain an 18-hour schedule, 6 a.m. to midnight.

The stations have a new transmitter building, new transmitters and a four-tower antenna array. AM transmitter is an RCA BTA-5F, and the FM transmitter a Radio Engineering Laboratories 520-DL. Robert B. Rowley, president of the licensee, WICA Inc., and his brother, Donald C. Rowley, are co-owners of the stations. Walter W. Walrath is manager.

RIBLET CHANGES

Takes Johns Hopkins Post

HENRY B. RIBLET has withdrawn as a partner in Glenn D. Gillett & Assoc., Washington, D. C., consulting radio engineers, to accept a position with The Johns Hopkins U. applied physics laboratory at Silver Spring, Md.

Mr. Riblet left KLZ Denver to join Mr. Gillett's staff in 1940. From 1942-1945, when the firm's offices were closed because of the war, he worked with the airborne instruments laboratories of the Columbia U. Division of War Research, Mineola N. Y.

Operator Licenses

PROPOSED rules changes have been announced by FCC to provide for a one-year period of grace during which applications for the renewal of expired commercial radio operator, amateur operator or amateur station licenses may be filed. FCC has invited comments by April 25.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.
Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

MINIATURE MIKE

Altec Introduces Innovation

INTRODUCTION of a new and miniature microphone, of dimensions based on the size of the human ear drum, has been made by Altec Lansing Corp., New York York and Hollywood, at a luncheon at New York's Essex House.

The Altec miniature (21 B) microphone, in a nutshell (into which it fits with room to spare), weighs less than a quarter of an ounce, and can be adapted to all types of stand mountings, overhead suspensions or worn as a breastplate or lapel mike. Its only moving element is a tiny diaphragm the size of the ear drum.

The tiny microphone is "omnidirectional," its makers said.

Blastproof, a revolver fired 12 feet from the microphone has no effect on its efficiency.

FORT WORTH

WBAP-FM Starts Service

WBAP-FM Fort Worth went on the air March 9 as the city's first FM station. Owned by the Fort Worth *Star-Telegram*, WBAP reversed familiar procedure by launching its television service before FM. WBAP-TV was inaugurated last September.

As Harold Hough, radio director, points out, WBAP-FM will "pull together" the programs broadcast alternately by WBAP-570 and WBAP-820, frequencies shared with WFAA Dallas as outlets for ABC and NBC, respectively. WBAP-FM broadcasts on Channel 263 (100.5 mc).

D. C. Sales Tax

A LEGISLATIVE proposal to create a District of Columbia sales tax, which would include sales of advertising space and radio and television time, was defeated in the House March 14. The bill (HR 3347), by Rep. Howard W. Smith (D-Va.), had been approved by the House District of Columbia Committee March 10.

NICOLL-TALCOTT Corp., Hartford, Conn., Ford Tractor distributor for New England, will sponsor thrice-weekly half-hour show, *Maine Farm Topics*, on WAGM Presque Isle, Me., and the three Maine Broadcasting System stations, WCSH Portland, WRDO Augusta and WLBZ Bangor. Completing arrangements are (l to r): Norman C. Fitzpatrick, John F. Kelley, LeRoy E. Talcott, Earle D. Blevin, all Nicoll-Talcott, and Rudolph O. Marcoux, Maine Broadcasting System national advertising director.

SALESMANSHIP

Enterprise Needed—Shreve

ENTERPRISE in salesmanship will set the business pace in the growing buyers' market and emerging era of sharp competition, Earl O. Shreve, president of the U. S. Chamber of Commerce, told the National Marketing Conference in Columbus, Ohio, March 8.

Mr. Shreve was one of several speakers who addressed the two-day sessions sponsored by domestic distribution department, U. S. Chamber of Commerce. Cooperating organizations included Columbus and Ohio state chambers, retail trade organizations and Ohio State U. [BROADCASTING, Feb. 14].

Speaking at a dinner meeting on the subject, "The Distributor's Role in Our Economy," Mr. Shreve called for ingenuity, initiative and vigor to meet sales opportunities in the present market. He cited as an example of sales enterprise a radio store which did a thriving business in sets, phonographs and records after the war, but whose business began to slacken.

"Did this seller wail about the slack . . . and yell for government to stabilize the boom in radios?" Mr. Shreve asked. "On the contrary, this merchant moved with the times. He took larger quarters . . . put TV sets on display . . . and blazoned on his shop the sign '*Television.*' . . . The customers became conscious of the new and the exciting in business appeal. . . . I commend this kind of enterprise now."

SUMMER LISTENING

Canadian Survey Urged

A SURVEY of summer listening, in a number of test areas in Canada, is being recommended to the Canadian Assn. of Broadcasters, by the Radio Executives Club of Toronto, following its February meeting. A number of broadcasters at the meeting, including Frank Ryan, CFRA Ottawa, Cliff Wingrove, CKTB St. Catherines, and Andy McDermott, H. N. Stovin & Co., pointed out the need of more data on radio listening habits, especially in rural areas and during the summer months.

At the monthly meeting, Pat Freeman, formerly of CFAC Calgary, newly appointed director of sales promotion for CAB, was introduced to members.

On All Accounts

(Continued from page 22)

research, Jim, since joining JWT, has taken some courses at Columbia and N.Y.U. in statistics and radio. Outside the office he enjoys the theatre, beach weekends during the summer, the 57th street galleries, etc. He devotes considerable time to his work as chairman of the young people's group at the West End Collegiate Church.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

MISSISSIPPI FLYER

*On Records: Blue Barron—MGM 10369; Johnny Eager—Metrotone 3016; Jerry Cooper—Algonquin 101; Tex Beneke—Vic. 20-3340; Frankie Carle—Col. 38411; Larry Fotine—Dec.**

On Transcriptions: Lenny Herman—Lang-Worth; Vincent Lopez, NBC Thesaurus

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 18, N. Y.

853,700

HAVE EARS TO HEAR

in South Carolina's Finest Market

The **WFBC** MARKET is South Carolina's Finest

Serving the rich Piedmont area, where employment and incomes are highest, and where retail and wholesale sales are greatest in South Carolina. WFBC offers you the finest market in the state.

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

That's what all buyers of K-NUZ time give the fine results their clients get from K-NUZ's Texas style programming and spot schedules.

CLIENTS'

SALES

INCREASE

in Houston!

AS K-NUZ HOOPERS INCREASE

	OCT-NOV.	NOV-DEC.
Morning	11.9	13.4
Afternoon	8.4	9.5
Evening	10.8	12.3

NATIONAL REP. FORJOE & CO.

Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"

9th Floor Scanlan Bldg.

HOUSTON 2, TEXAS

FCC TO APPEAL

Seeks CSC Approval of Smith

AN APPEAL to the Civil Service Commission for reconsideration of its failure to include FCC Hearing Examiner Elizabeth Smith on the eligible list of examiners was being prepared by FCC last week [CLOSED CIRCUIT, March 14].

Miss Smith was the only one of the Commission's nine examiners not named. She has been serving as an examiner since 1947, along with the eight others. It was felt CSC applied its qualification standards too strictly in failing to pass her eligibility.

In addition to the eight examiners pronounced eligible — which gave FCC one of the best records of all the government agencies involved—four out of six members of the law bureau who took the examinations were found eligible.

The examiners: Jack P. Blume, J. D. Bond, Basil P. Cooper, James D. Cunningham, Hugh B. Hutchison, J. Fred Johnson Jr., Fanny Neyman Litvin and Leo Resnick. All but Messrs. Blume and Bond are so-called "status employes," which means they are eligible for permanent appointments to the post they have been holding since June 1947 subject to CSC approval. As non-status employes, Messrs. Blume and Bond must compete with others in that category but will retain their positions if their grades are sufficiently high.

Members of the FCC law bureau (not examiners) who took the examinations and were found eligible were listed as follows: Joseph N. Nelson; Walter R. Powell, chief of the Transfer Branch of the Broadcast Division; Hilda D. Shea, chief of the FM Branch, Broadcast Division, and Marshall Orr, chief of the Aviation & General Mobile Branch, Safety & Special Services Division. Their names will be entered on the CSC register of examiners.

WFCI DECISION

Grant To Move Proposed

PROPOSED decision was adopted by FCC last week to grant request of WFCI Pawtucket, R. I., to move its main studio to the Sheraton-Biltmore Hotel in Providence. No change of transmitter site or assignment (5 kw fulltime on 1420 kc, directional) is involved.

FCC majority favored the move despite recommendation of denial entered by Hearing Examiner Fanny N. Litvin. Comr. Paul A. Walker concurred with the examiner, who found that Pawtucket would be left without any nighttime local facility while Providence would gain a sixth station. The Commission majority pointed out that the two cities are contiguous and both are within the Providence metropolitan area.

WFCI is an ABC affiliate and is licensed to Pawtucket Broadcasting Co. with Howard W. Thornley, president.

ANNIVERSARY breakfast given in Chicago by ABC to mark beginning of Swift and Co.'s eighth year of *Breakfast Club* sponsorship was attended by 50 Swift and ABC executives, including Vernon Beatty (l), Swift's advertising manager, and John H. Norton Jr. (center), ABC Central Division vice president. Don McNeill, star of program, is at right.

New Business

(Continued from page 12)

DURO FURNITURE Mfg. Co., Los Angeles, planning quarter-hour weekly schedule on four Los Angeles area stations in addition to present schedule. Today (March 21) firm starts quarter-hour sponsorship of Joe Adams *Mayor of Melody* on KOWL Santa Monica; March 29 on KFOX Long Beach *Duro Contest Hour;* March 30 on KGIL San Fernando *Sweet Swing;* April 1 on KWKW Pasadena *Western Hour;* April 3 on KFWB Los Angeles Peter Potter *Platter Parade.* Firm currently sponsoring quarter-hour weekly on KLAC Los Angeles. All contracts for 13 weeks. Agency: Raymond Keane Adv., Los Angeles.

DOLCIN Corp., New York (pharmaceuticals), starting sponsorship of three programs on Don Lee network (45 stations) for 26 weeks. March 29 firm starts two weekly newscasts, Tuesdays and Thursdays (4:45-5:00 p.m. PST) and three weekly sponsorship of *Rise and Shine* Tuesdays, Thursdays, Saturdays (7:15-7:30 a.m. PST); April 3 it starts weekly recorded *Sunday Favorites* Sundays, (11:30-11:45 a.m. PST). Agency: Victor Van der Linde Inc., New York.

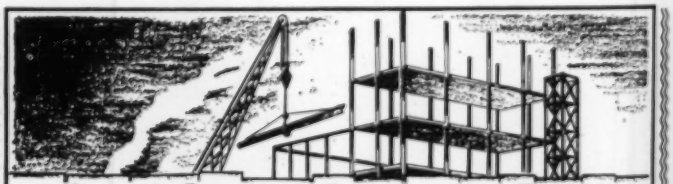
Network Accounts • • •

A. S. BECK Shoes, New York, effective March 31 [BROADCASTING, March 7] will start sponsorship of video variety show presenting talent starring Roger Dann, French vocalist, with Ben Ludlow and his orchestra and guest comics. Show will be heard Thursday 10-10:20 p.m. on NBC-TV. Howard Barnes, television and radio director of Dorland Inc., New York, agency for Beck, will produce program, which is as yet untitled.

GENERAL MOTORS, for Buick cars, has purchased Wednesday, 8-9 p.m. period on CBS-TV. Hour-long show has not been signed yet. Agency: Kudner Adv., New York.

ADMIRAL Corp. extends its present option on television show *Admiral Broadway Revue* for 39 weeks through Jan. 20, 1950, with provision for 13 week summer hiatus to begin following June 10 show. *Revue* is aired 8-9 p.m. Fridays, on combined east-west networks of DuMont and NBC. Agency: Kudner Agency, New York.

LEVER Bros., Cambridge, Mass., through Young & Rubicam, New York, has renewed *Arthur Godfrey's Talent Scouts* on CBS television and radio. Renewal on the CBS network is for 52 weeks, effective April 4. Program is aired and telecast Mondays, 8:30-9 p.m. (EST).



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IN OHIO'S THIRD MARKET

NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

SUIT SETTLEMENT

WBBQ Gives WGAC $11,500

WGAC Augusta, Ga., has obtained a settlement totalling $11,500 from another Augusta station, WBBQ, in a suit brought following purchase of the Augusta Tigers baseball club [BROADCASTING, March 7] from Troy Agnew by Savannah Broadcasting Corp., WBBQ licensee.

Previously, according to testimony brought out in hearings held in Superior Court at Augusta, Mr. Agnew had sold broadcast rights to the Tigers' out-of-town games to WGAC. When WGAC called upon the new Tigers owners to meet terms of the broadcast contract they failed to do so, it was charged.

WGAC then entered suit for $59,500 and asked an interlocutory injuction to prevent WBBQ from broadcasting the games. The settlement, reached March 10, represented $3,000 in checks WGAC had paid Mr. Agnew for the broadcast rights, and which he had turned over to WBBQ, and $8,500 in damages.

Under terms of the settlement WBBQ will have rights to air all out-of-town games of the Tigers and the defendants and plaintiffs will divide the court costs.

ARTS CONTEST

Radio Scripts Included

RADIO script will be among five categories of literary works to be judged in a contest sponsored by National Five Arts Award Inc., non-profit corporation in New York. Cash awards, fellowships and professional publication or production are given annually to winners, with first prize of $2,000.

Added benefits include standard royalties for radio and television when so adapted; publication in a book devoted to radio scripts if quality of their work merits; other standard royalties, and sales of motion picture rights. Judges of radio scripts are Norman Corwin, famous writer-producer-director; Arch Oboler, script writer and producer-director, and Erick Barnouw, president, Radio Writers Guild and Columbia U. instructor. Other "arts" are full-length play, motion picture synopsis, popular song and short story.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

FEB. 6-12, 1949

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	33.6	—3.2
2	3	Jack Benny	30.0	+0.9
3	2	McGee & Molly	29.8	0.0
4	4	Godfrey's Scouts	29.2	+1.3
5	7	Amos 'n' Andy	28.4	+2.6
6	5	Walter Winchell	27.1	+0.9
7	8	Bob Hope	26.8	+0.5
8	18	Sam Spade	24.8	+1.8
9	22	Crime Photographer	24.6	+3.6
10	6	My Friend Irma	24.4	—2.3
11	10	Mystery Theater	23.1	—0.7
12	34	Stop Music (4th qtr.)	22.9	+3.5
13	20	Suspense	22.9	+0.6
14	40	Ford Theatre	22.7	+3.9
15	11	Mr. Keen	22.1	—1.0
16	14	Inner Sanctum	21.6	—1.8
17	13	FBI in Peace, War	21.5	—0.8
18	16	Mr. and Mrs. North	21.2	—1.0
19	12	Mr. D A	21.1	—2.8
20	9	This Your FBI	21.0	—2.1
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	19.5	—0.1
2	2	Beulah	17.7	+0.4
3	3	Counter-Spy	16.7	+1.9
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	7	Godfrey (L & M)	13.6	+0.8
2	9	Ma Perkins (CBS)	11.6	+0.4
3	1	When Girl Marries	11.6	—0.9
4	2	Young Widder Brown	11.4	—0.7
5	20	Godfrey (Nabisco)	11.2	+0.6
6	6	Pepper Young	11.2	—0.7
7	11	Big Sister	11.0	—0.4
8	4	Backstage Wife	10.9	—1.0
9	18	Wendy Warren	10.8	0.0
10	24	Sky King	10.7	+1.1
11	8	Portia Faces Life	10.6	—0.7
12	3	Right to Happiness	10.6	—1.6
13	5	Stella Dallas	10.5	—0.9
14	19	Guiding Light	10.5	+0.2
15	25	Jack Armstrong	10.5	+0.9
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	17.9	+0.5
2	2	Quick as Flash	16.9	+2.5
3	6	The Shadow	14.2	+1.0
4	3	House of Mystery	14.0	—0.8
5	4	Stars Over Hollywood	13.7	—1.0

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	4	Jack Benny	25.4	+3.4
2	2	McGee & Molly	25.1	+0.6
3	3	Walter Winchell	24.6	+1.4
4	1	Lux Radio Theatre	24.3	—4.1
5	7	Godfrey's Scouts	21.1	+0.1
6	13	Amos 'n' Andy	21.1	+2.1
7	9	Bob Hope	20.9	+0.7
8	19	Crime Photographer	20.3	+2.7
9	5	My Friend Irma	19.7	—1.8
10	21	Stop Music (4th qtr.)	19.6	+2.4
11	10	Mr. Keen	19.3	+0.3
12	18	Suspense	19.1	+0.4
13	29	Sam Spade	18.8	+2.8
14	12	Mystery Theatre	18.3	—0.7
15	6	This Is Your FBI	18.2	—1.3
16	27	Stop Music (3rd qtr.)	18.0	+2.0
17	15	People Are Funny	17.8	—0.2
18	8	Mr. D A	17.7	—2.3
19	11	FBI in Peace, War	17.6	—0.7
20	23	Mr. & Mrs. North	17.3	+0.5
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	16.3	+1.1
2	2	Beulah	15.0	+0.1
3	3	Counter-Spy	13.5	+2.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	11	Godfrey (L & M)	11.5	+1.1
2	8	Ma Perkins (CBS)	10.6	+0.3
3	1	When Girl Marries	10.6	—0.5
4	3	Young Widder Brown	10.0	—0.8
5	21	Godfrey (Nabisco)	10.0	+0.7
6	6	Pepper Young	10.0	—0.6
7	2	Backstage Wife	9 9	—1.0
8	7	Portia Faces Life	9.7	—0.4
9	4	Right to Happiness	9.6	—1.5
10	5	Stella Dallas	9.6	—0.8
11	9	Our Gal Sunday	9.4	—0.6
12	10	Big Sister	9.3	—0.4
13	17	Guiding Light	9.3	0.0
14	20	Wendy Warren	9.1	+0.1
15	16	Helen Trent	9.0	—0.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	12.7	—1.5
2	4	The Shadow	12.2	+1.3
3	8	Quick as Flash	11.2	+1.5
4	5	House of Mystery	11.1	—0.3
5	3	Grand Central Station	10.7	—1.0

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Roffman To Run

RICHARD H. ROFFMAN, WEVD and WGYN(FM) New York news commentator, will run for political office held by the late Rep. Sol Bloom. Mr. Roffman, who lives in the upper Manhattan District, will seek conference within the next week with political leaders of both major parties requesting reaction. If he fails to gain their support, he will attempt to run independently, forming his own organization in the area.

TELEPULSE

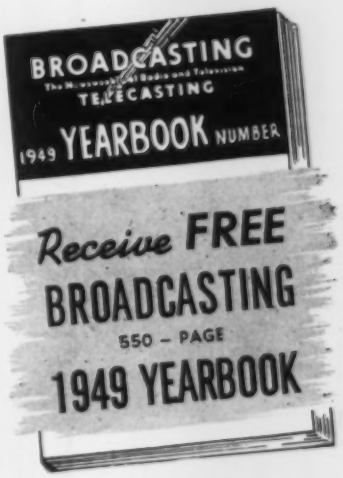
N. Y. Sports Time Drops

FOR first time in Telepulse history, according to New York telestrends for February, by The Pulse Inc., New York, video sports programs failed to lead all other program types in percentage of total TV time. Sports trailed behind newscasts and music programs, and tied with kiddie shows and feature films. Variety programs continue to receive the highest average rating for program types.

NEW YORK TELEVISION PROGRAMS BY TYPES

	February ¼ Hours	Average Rating
Visual Sports	98	13.9
Music	147	4.2
Feature Films	97	7.9
Westerns, Serials	84	8.2
News	108	3.4
Kid Shows	98	12.1
Film Shorts	45	3.2
Comedy-Variety	72	21.1
Washington & Political News	—	—
Women's Interest	59	2.8
Interviews	45	5.1
Quiz Shows	28	9.2
Drama	20	19.5
Forums, Discussions	26	5.7
Sports News	18	4.6
Fashions	10	3.5
Religion	6	1.3
Comedy Episodes	9	11.2
Hobbies	3	8.2
Special Events	—	—
Mrs. & Mrs. Shows	3	4.0
Beauty	7	2.1
Food & Cookery	2	3.3
Education, Science, etc.	9	2.5
Serial Stories	5	1.9
Mystery Drama	2	5.3
Misc.	36	5.4
Total ¼ Hours	1037	

LAST CHANCE



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HA-29

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Add $1 a year for Canadian or foreign postage
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FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NBC AFFILIATE

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Promotion

WITH the startling announcement that "CBS Hasn't Got Him Yet" on the outside of a folder which opens up to "And Hooper Never Heard of Him," a KOWL Santa Monica, Calif., promotion piece extolls the merits of its disc jockey Joe Adams and his *Mayor of Melody*. Fully-opened folder, showing a picture of Mr. Adams, contains reprints of various letters commending his program and telling results of recent contest on program that resulted in so many calls the phone company complained about them "swamping the circuits." Further details of rates for program, with current list of its sponsors, as well as station's complete rate card are included.

What's Your Favorite Program?

A LETTER to each of its advertisers asking them to name their favorite WKTG Thomasville, Ga., programs and why they are favorites is part of WKTG's newest promotion stunt. The best letter received will be awarded $50 in cash prizes. Object of contest is to prove program popularity, listener time preference, area coverage and listenership.

'Vacation Contest'

SPORTS director Tait Cummins, WMT Cedar Rapids, Iowa, is conducting his annual "Vacation Contest." Winner receives all-expense paid week at Lake Birch Camp in Minnesota and Shell Oil Co. (Cummins' sponsor) provides transportation. Gimmick is to identify the four finalists in state high school basketball tournament—in correct order—plus total number of points scored in the final night of action.

Feature Presentation

ANY resident whose picture appears in one of the local newspapers as a result of some worthy accomplishment receives a complimentary notice from WJPS Evansville, Ind. The station pastes the person's picture on a printed, envelope-size card congratulating the outstanding citizen and wishing him continued success.

KOOS Column

INSTEAD of the usual radio station ad plugging a program or programs, KOOS Coos Bay, Ore., is using a three-weekly newspaper column. Titled "Radio at Random," the ad carries notes and comments about what's coming and going in the radio world. KOOS reports that this form of advertising has been so successful that it is used exclusively with the exception of unusual promotions when the column is augmented with larger ads.

Keep Up With the 'Queen'

TO KEEP the trade up-to-date on activities of MBS *Queen For a Day*, Hollywood staff of the show has started distributing a four-page tabloid chronicling show's current events and past history, *Queen for a Day-ly*. Giving equal space to both its sponsors, with "Alkalize with Alka-Seltzer" on one inside page and "Call for Philip Morris" on the other, the newspaper gives pictures and activities of current queens and show's personalities, general information and advance promotion on the show and various press reprints. Approximately 1,600 people receive the paper, including sponsors, agencies representing them (Wade Adv. for Alka-Seltzer; Cecil & Presbrey for Philip Morris), Mutual and associated networks.

Open House

PRIOR to taking the air on March 15, WICU (TV), *Erie* (Pa.) *Dispatch's* new television station, held a two-day open house session for local citizens. A bevy of lovely hostesses served as guides and station prepared descriptive signs to identify and explain the complex equipment. The hostesses were dressed in Gay Nineties costumes for easy identification. On March 12 WICU held a special open house for local school children.

Rooster Crow

NEWEST contest on WLAM Lewiston—Auburn, Me., is being conducted by John Gould, editor of the weekly Lisbon (Me.) *Enterprise*, on his Mon.-Fri., 7:30-7:45 a.m. WLAM show. Mr. Gould's former side-kick on the program was a 12-year-old red rooster, "Sunrise Si," who had been featured on the program for over a year when he died. Now Mr. Gould has acquired another rooster and is asking listeners to name him. The winner in the contest will receive such prizes as 100 one-day old chicks, a roll of chicken wire, a Philco radio, a copy of Mr. Gould's book, *And One to Grow On*, and many other awards.

Personnel

JUANITA WILCOX, former director of continuity and publicity for WHKC and WCOL Columbus, Ohio, has been appointed manager of promotional activities for WLWC (TV) Columbus.

CORINNE KOPP has been appointed promotion director of WLDY Ladysmith, Wis.

RUTH A. ASHTON has joined KNX-Columbia Pacific Network, Los Angeles, department of public affairs, as assistant to **STUART NOVINS.** Miss Ashton was formerly with CBS and CBS-TV New York.

KEN SMITH, assistant program director at WLW Cincinnati, has been appointed promotion manager.

WRUN Utica, N. Y., for second season will broadcast all games of Utica Blue Sox, farm club of Philadelphia Phillies. Arrangements are completed by Thomas E. Martin (l), WRUN station manager; Nick Stemmler (standing), sportscaster who will handle play-by-play, and Fred Seymour, Blue Sox business manager.

NAB GOLFERS

'Broadcasting' To Give Trophy

FOURTEENTH annual NAB Golf Tournament for the BROADCASTING trophy will be held Sunday, April 10, during NAB convention week in Chicago. Site will be Acacia Country Club.

Silver trophy will be awarded the low gross winner with another prize going to the low net winner.

The course is located about 10 miles out of Chicago. BROADCASTING will supply a bus leaving the Stevens Hotel at 9 a.m. Sunday. A 19th hole party will be given. Entries should be sent to Maury Long, at Washington headquarters, or Bill Thompson, at the Chicago bureau.

In the 1948 tournament at Los Angeles Don Fedderson, KYA San Francisco, and Max Everett, J. P. McKinney & Son, were tied for low net with Pete Watts, KYOR San Francisco, having low gross.

WMPS
MEMPHIS

68 *On Your Radio*

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.

ACTIONS OF THE FCC

MARCH 11 to MARCH 17

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

March 11 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WAPA San Juan, P. R.—Designated for hearing petition requesting reconsideration of action of Commission of Oct. 21, 1948, granting application of WPTF Raleigh, N. C., for CP make changes in its DA, and to designate said application for hearing; made WPTF party to proceeding.

Lake Bcstg. Co. Inc., Gary, Ind.—Designated for hearing application for CP new station 1270 kc 1 kw unl.; made WHBF Rock Island, Ill., and WMRO Aurora, Ill., parties to proceeding.

WSBA North of York, Pa.—Designated for hearing application to change from 900 kc 1 kw D to 910 kc 1 kw unl. and to install new trans. and DA.

Modification of CP

WEAU Eau Claire, Wis.—Granted mod. CP to specify increased field strengths in nulls of DA to make CP values more nearly agree with values obtained in field measurements made on system; engineering cond.

AM—1540 kc

Terrell Broadcast Corp., Terrell, Tex.—Granted CP for 100-w test trans. to operate on 1540 kc for purpose of obtaining data with reference to signal intensity data in connection with its application for new station to operate on same frequency with 250 w, D, now in hearing on issues which include determination of interference to KHBR Hillsboro, Tex. Authorization of test station is cond. to operation being completed prior to commencement of equipment tests by KCUL Ft. Worth, and, further, that operation take place D only with unmodulated signal, except for voice identification each half hour.

Hearing Designated

Alaska Bcstg. Co. and Baranof Enterprises Inc., Sitka, Alaska—Designated for consolidated hearing applications each requesting new stations 1400 kc 250 w unl.

Request Denied

WINZ Hollywood, Fla.—Denied request that its application to increase D power from 1 kw to 50 kw on clear channel be removed from pending file and processed.

Motion Denied

WJZ New York—Adopted memorandum opinion and order denying motion of WJZ requesting dismissal of applications of Eugene P. O'Fallon Inc. (KFEL), Denver, Col., and KXA Inc., (KXA), Seattle, Wash., for CPs 770 kc 50 kw unl.

Hearing Designated

Lamar County Bcstg. Co., Paris, Tex.—Designated for hearing application for new station 1250 kc 1 kw D; made KSST Sulphur Springs, Tex., party to proceeding.

Modification of CP

KAGH Pasadena, Calif.—Granted mod. CP to change hours from D to unl. with 1 kw DN and install DA-N.

Modification of License

KDEC and KWLC Decorah, Iowa—Granted mod. licenses change from specified hours to share time.

Hearing Designated

Abe Lapides, Pontiac, Mich., and Bowling Green State U., Bowling Green, Ohio—Designated for consolidated hearing applications of Lapides for new station 730 kc 1 kw D DA and Bowling Green for new station 730 kc 250 w, D; made WPIT Pittsburgh, party to proceeding.

Modification of CP

WKRT Cortland, N. Y.—Upon petition removed from hearing docket and granted application for mod. CP to change hours from D to unl, change power from 1 kw D to 500 w-N 1 kw-LS and install DA-N.

Petition Denied

WSPD Toledo, Ohio—Denied petition requesting Commission to set aside action granting application of Sarkes Tarzian (WTTS), Bloomington, Ind., to make changes in DA and change trans. location, or, in alternative that grant be made cond. upon permittee making measurements of its skywave signals in WSPD area so that operation of WTTS be limited to extent that no interference be caused to primary service area of WSPD.

Hearing Designated

WMBR-TV Jacksonville, Fla.—Designated for hearing application for additional time to complete construction of TV station.

Petition Denied

WUTV Indianapolis—Adopted memorandum opinion and order denying petition requesting review by quorum of Commission of action taken by Motions Commissioner Feb. 18 denying petition for continuance of hearing scheduled March 21 in re application for additional time in which to complete construction of TV station.

Assignment of License

WJNC Jacksonville, N. C.—Granted assignment of license from Jacksonville Bcstg. Co. Inc. to Lester L. Gould. Assignor corporation will remain in existence and will lease property to Gould for period of 5 years, renewing for like period at option of lessee, for annual rental of $8,000.

Transfer of Control

WMMT McMinnville, Tenn.—Granted voluntary acquisition of control from Oliver M. Albritton and Claude W. Haston by Sam J. Albritton, for $16,000.

WSON-AM-FM Henderson, Ky.—Granted transfer of control from Pierce E. Lackey, Montana L. Lackey and Paducah Broadcasting Co. Inc. to H. S. Lackey for $58,000.

WABZ Albemarle, N. C.—Granted transfer of control of from G. H. Hendrix, Ira Leigh, Carl C. Aley and R. H. Whitlow, to W. E. Smith, T. R. Wolf and M. M. Palmer for $35,000.

KTRE Lufkin, Tex.—Granted relinquishment of negative control by E. L. Kurth Sr.

Hearing Designated

WACA Camden, S. C.—Designated for hearing application for license to cover CP new station in consolidated proceeding with application for assignment of CP from Havgood S. Bowden to Camden Bcstg. Corp.

Transfer of Control

WHOL Allentown, Pa.—Granted transfer of control from Lewis Windmuller and Cora G. Windmuller to Allentown Bcstg. Corp for $15,000.

WLBG Laurens, S. C.—Granted transfer of control from J. C. Todd to his brother, J. W. Todd, for $14,500.

Assignment of License

WBAY Coral Gables, Fla.—Granted assignment of license from partnership composed of J. A. Brown and 10 others to Atlantic Shores Bcstg. Inc. for $125,000.

Hearing Designated

KGIL San Fernando, Calif.—Designated for hearing in consolidated proceeding application for renewal of license and application for transfer of control from Helen Ruth Allen, executrix estate of C. P. M. Allen, deceased, to Fayette J. Smalley Jr., (transferee) and J. G. Paltridge (competing applicant), and ordered that petition of J. G. Paltridge to designate time and place of hearing at this time, be dismissed.

Transfer of Control

WJOC Jamestown, N. Y.—Granted transfer of control from Robert L. Blalock to Harry E. Layman. Action is in no way to be considered as approval of transfer of control to Blalock of Chesapeake Bcstg. Corp. (WSAL Annapolis), since such approval can only be given after application therefor has been filed and duly acted upon by Commission.

Assignment of License

WFHG Bristol, Va.—Granted assignment of license from corporation to partnership composed of W. C. Ninginger, Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bcstg. Co. for $15,000 plus.

Transfer of Control

WFYC Alma, Mich.—Granted transfer of control from Cleon Van Riper to Merle E. Rhoads.

WIBC Indianapolis—Granted transfer control of Indiana Bcstg. Corp. from Robertine B. Daniels, Michael B. Fairbanks and Richard M. Fairbanks, to Adelaide F. Causey, individually and as trustee.

Assignment of CP

KIWW San Antonio—Granted assignment of CP from partnership composed of Olivares, Leal and Richards to new partnership composed of same individuals—but with different interests therein.

Transfer of Control

WTVL Waterville, Me. — Granted acquisition of control of Kenebec Bcstg. Co. by Carleton D. Brown.

Assignment of License

WJXN Jackson, Miss.—Upon petition Commission removed from hearing docket and granted application for assignment of license from Ewing Bcstg. Co. to Andalusa Bcstg. Co.

Hearing Designated

James L. Killian, Fort Payne, Ala.—Designated for hearing application for new station 1290 kc 250 w D.

Custer County Bcstg. Co., Broken Bow, Neb.—Designated for hearing application for new station 1400 kc 250 w unl. and made KCOW Alliance, Neb., KOLN Lincoln, Neb., and KAYS Hays, Kan., parties to proceeding.

AM—1250 kc

Lake City Bcstg. Corp., Marion, N. C.—Granted CP new station 1250 kc, 1 kw D; engineering cond.; estimated cost $20,635.

(Continued on page 80)

OUR CIRCLE OF FRIENDS

WLOA 1,000 W Ind. Braddock, Pa.

GROWS

WEAW 36,000 W FM Evanston, Ill.

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FIRST . . . WHERE THERE'S MOST !

WJDX NBC AFFILIATE IN Jackson MISSISSIPPI

For three consecutive months during late 1948, Jackson was among the top ten cities of the nation in business activity, according to reports of a national research agency. WJDX and WJDX-FM cover this 1949 market at 1939 rates.

5000 - DAY 1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

★ 10,000 WATTS IN KANSAS CITY

WHB AM FM

Represented by JOHN BLAIR & CO.

DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

WCMI

"hits them where they live"

Yes, WCMI, the CBS affiliate for the Tri-State (Huntington, W. Va., Ashland, Ky., Ironton, Ohio, and adjacencies) really covers the populous areas of this compact market. An FM "bonus" too.

Ask a Pearson Representative or C. C. Warren, Manager, for the facts.

WCMI

Studios—
ASHLAND, KENTUCKY
HUNTINGTON, W. VA.

FCC Actions

(Continued from page 79)

Decisions Cont.:

AM—1220 kc

The News-Sun Bcstg. Co., Waukegan, Ill.—Granted CP new station 1220 kc 1 kw D DA; estimated cost $26,915—exclusive of land and buildings.

AM—1300 kc

M. L. Few and E. G. Robinson d/b as Palmetto Bcstg. Co., Kingstree, S. C.—Granted CP new station 1300 kc 1 kw D; engineering cond.; estimated cost $20,450.

AM—1270 kc

H. E. Moore tr/as Guntersville Bcstg. Co., Guntersville, Ala.—Granted CP new station 1270 kc 1 kw D; engineering cond.; estimated cost $12,300.

Hearing Designated

WDIA Memphis, Tenn. — Designated for hearing application change from 730 to 1240 kc and increase time of operation from D to unl., using 250 w and made KWAK Stuttgart, Ark., WENK, Union City, Tenn., and WGRM, Greenwood, Miss. parties to the proceeding.

Install Tower

WBRY Waterbury, Conn.—Granted CP install third tower within vicinity of present two element DA array for purpose of mounting FM ant. thereon; engineering cond.

Modification of CP

WRUN Rome, N. Y.—Granted mod. CP to make changes in DA engineering cond.

Petition Denied

KFXM San Bernardino, Calif., and KSUB Cedar City, Utah.—Denied petition of KFXM to designate for hearing application of KSUB for mod. CP to specify new trans. site and granted application of KSUB, for mod. CP to specify new trans. site, subject to cond. that permittee, prior to issuance of mod. CP, will make such measurements, by means of test transmitter, as are necessary to establish suitability of proposed transmitter site.

Extension Denied

KSTN Stockton, Calif.—Denied request for extension of time to complete construction of new station.

Extension Granted

WLEE Richmond, Va.—Granted application for extension of time to complete construction of FM ant. on AM tower.

Hearing Designated

WTNJ Trenton, N. J., and WBUD Morrisville, Pa.—Designated for hearing in consolidated proceeding application of WTNJ to change from 1300 kc 250 w D to 1260 kc 500 w D and application of WBUD to change from 1490 kc 250 w unl. to 1260 kc 5 kw DA-1 and change trans. location, and made Yankee Network Inc., licensee of WNAC and WFBM Inc., party to proceeding..

March 11 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

The W. H. Greenhow Co., Hornell, N. Y.—CP new AM station 1250 kc 1 kw D AMENDED to request 1590 kc.

AM—910 kc

WAVL Apollo, Pa.—CP change from 1 kw D to 1 kw-D 100 w-N unl.

AM—1320 kc

WSCR Scranton, Pa.—CP change from 1000 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N unl. Amended re stockholders.

AM—1340 kc

Twin State Bcstrs. Inc., Saint Johnsbury, Vt.—CP new AM station 1340 kc 250 w unl. AMENDED re stockholders.

License Renewal

KVMA Magnolia, Ark.—License renewal AM station.

License for CP

KRKD Los Angeles—License to cover CP change power etc.

WICA Ashtabula, Ohio—Same.

KSPA Santa Paula, Calif.—License to cover CP new AM station. AMENDED to change name from Robert W. LeMond, F. Clinton Jones and Clarence E. Fisher d/b as Town Talk Bcstg. Co. to Ventura County Radio Center Inc.

WSAL Logansport, Ind.—License to cover CP new AM station.

KCFH Cuero, Tex.—Same.

Modification of CP

KWBB Wichita, Kan.—Mod. CP new AM station for extension of completion date.

Assignment of License

WCRB Waltham, Mass.—Assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to Charles River Bcstg. Co.

License for CP

KALB-FM Alexandria, La.—License to cover CP for changes in FM station.

Modification of CP

WCOH-FM Newman, Ga.—Mod. CP new FM station for extension of completion date.

WBEN-TV Buffalo, N. Y.—Mod. CP new commercial TV station to increase ERP from 15 kw vis., 8 kw aur. to 17.1 kw vis., 10.2 kw aur.

WGN-TV Chicago—Mod. CP new commercial TV station to increase ERP from 18.4 kw vis., 9.4 kw aur. to 29 kw vis., 14.5 kw aur.

TENDERED FOR FILING

AM—570 kc

WKYB Paducah, Ky.—CP change from 800 kc to 570 kc DA.

Modification of CP

WACR Starkville, Miss.—Mod. CP to change trans. and studio site from Starkville to Columbus, Miss.

Stock Transfer

WSAT Salisbury, N. C.—Transfer of 1,800 sh from C. H. Wentz to L. L. Boyce and W. D. Flinton.

APPLICATIONS DISMISSED

AM—970 kc

Dr. N. B. Burch, Hot Springs, Ark.—DISMISSED application for CP new AM station 970 kc 1 kw D.

AM—1240 kc

Vinita Bcstg. Co., Vinita, Okla.—DISMISSED application for CP new AM station 1240 kc 250 w unl.

March 14 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced decision granting application of Alexandria Bcstg. Corp. for new station Alexandria, Minn. 1490 kc 250 w unl. cond. and denial of application of Alexandria Radio Corp. for same facilities.

AM—1450 kc

Announced decision granting application of Richland Bcstg. Corp. for new station Richland Center, Wis., 1450 kc 250 w unl.

ACTIONS ON MOTIONS
(By Commissioner Jones)

WKAP Allentown, Pa.—Granted petition for leave to amend its application to substitute WKAP Inc. as applicant in lieu of Allentown Bcstg. Co.

The Orange Belt Station, Redlands, Calif.—Granted petition for leave to amend application to specify 1410 kc in lieu of 1320 kc, and application as amended was removed from hearing docket.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for leave to amend its application to add certain additional programming information and statement with respect to legal qualifications of Joel E. Wharton.

KWKW Pasadena, Calif.—Granted petition for leave to intervene in consolidated hearing on applications of Crescent Bay Bcstg. Co. et al.

Corn Palace City Radio Corp., Mitchell, S. D.—Granted motion for extension of time within which to file exceptions in proceeding in re its application and that of KWAT and time was extended to March 28.

KRGV Inc., Weslaco, Tex.—Granted petition for leave to amend its application to add supplemental engineering statement.

KIDO Boise, Ida.—Granted petition for leave to amend its application to show change in trans. site.

Pellegrin & Smeby, Detroit—Granted petition to dismiss without prejudice its application.

Hamtramck Radio Corp., Hamtramck, Mich.—Granted petition for leave to amend application to show directional operation in lieu of non-directional. Also granted petition to show change in one stockholder.

Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion continued hearing scheduled March 14 to March 31 at Greenwich.

William and Lee A. Odessky, Los Angeles—Granted petition for indefinite continuance of hearing presently scheduled March 31 in Washington; denied petition for removal of hearing to Los Angeles, and denied request for removal of KHJ and KIEV as intervenors.

Queen City Bcstg. Co. Inc., Cincinnati—Granted petition for leave to amend its application to show new trans. site.

In re Petition of John J. Dempsey—Ordered that the hearing in re Docket 8044 presently scheduled for March 21 be continued to May 23 at Albuquerque.

WRIB Providence, R. I.—Granted request for continuance of consolidated hearing presently scheduled for March 14 to April 18 at Washington, in re applications in Docket 7820 and 8296.

Northwest Public Services, Kelso, Wash.—Granted petition for leave to amend its application to specify 1490 kc in lieu of 1240 kc and to change applicant from partnership to corporation, and application was removed from hearing docket.

March 14 Applications . . .

ACCEPTED FOR FILING

License for CP

KFRE Fresno, Calif.—License to cover CP increase power etc.

WONW Defiance, Ohio—License to cover CP new AM station.

WANS Anderson, S. C.—Same.

Assignment of CP

WWPA Williamsport, Pa.—Assignment of CP from Harry J. W. Kiesseling, Carl F. Stroehmann and William F. Wilson d/b as Williamsport Radio Bcstg. Assoc. to Williamsport Bcstg. Assoc. Inc.

Modification of CP

WSFA-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KTBS-FM Shreveport, La.—Same.

TENDERED FOR FILING
Transfer of Stock

WENK Union City, Tenn.—Transfer of stock owned by P. Cary Brummel to H. G. Gilland, Aaron B. Robinson and Union City Bcstg. Co. Inc., licensee.

March 15 Decisions . . .

DOCKET CASE ACTIONS

AM—1450 kc

Announced decision granting application of Blue Valley Bcstg. Co. for new station Beatrice, Neb., 1450 kc 250 w unl., subject to cond. that applicant within 60 days file application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and subject to further cond. that operation of proposed station shall not begin until KVAK Atchison, Kan., shall be licensed on 1470 kc and has ceased to operate on 1450 kc. Application of Beatrice Bcstg. Co. for same facilities is denied.

AM—1230 kc

Announced decision granting application of Herald Bcstg. Co. for new station Levelland, Tex., 1230 kc 250 w unl., cond.; granting application of Southwestern Bcstg. Corp. to switch KOSA Odessa, Tex., from 1450 kc to 1230 kc; denying application of Panhandle Bcstg. Corp. and Voice of Amarillo for new stations in Amarillo, Tex., 1230 kc 250 w unl.; denying application of The Big Spring Herald Bcstg. Co. to change KBST Big Spring, Tex., from 1490 kc to 1230 kc, and denying application of W. E. Whitmore to change KWEW Hobbs, N. M., from 1490 kc 100 w unl. to 1230 kc 250 w unl.

AM—1420 kc

Announced proposed decision looking

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy

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ward grant of application of Pawcket Bcstg. Co. to change main studio f WFCI from 450 Main St., Pawtucket, I. to Sheraton-Biltmore Hotel, Provence, R. I. No change in operating signment 1420 kc 5 kw unl. DA. mmr. Walker dissenting.

BY THE SECRETARY

Crosley Bcstg. Corp., Between Mual & Mechanicsburg, Ohio—Granted P and license for new exp. TV relay QA-44.

WTTS Bloomington, Ind.—Granted od. CP to change type trans. and ange studio location.

WAVE-TV Louisville, Ky.—Granted od. CP for extension of completion ate to 10-12-49.

WOW-TV Omaha, Neb.—Same.

WHVR Hanover, Pa.—Granted license new standard station 1280 kc 1 w D.

KSPA Santa Paula, Calif.—Same—00 kc 250 w unl.

WNAD Norman, Okla.—Granted license install new vertical ant. and ount FM ant. on #1 tower, install. ew trans. and change trans. location.

KTXL San Angelo, Tex.—Granted ssignment of license from six equal artners to corporation owned 1/6 by ach of assignor partners.

WNER Live Oak, Fla.—Granted mod. P to make changes in vertical ant.

KWOE Clinton, Okla.—Granted mod. P to make changes in vertical ant.

KFTM Fort Morgan, Col.—Granted od. CP change type trans.

WTSB Lumberton, N. C.—Granted P install new trans.

WKNA Charleston, W. Va.—Granted P install FM ant. on No. 4 AM tower.

KVOP Plainview, Tex.—Granted CP stall new trans.

Following were granted extension of mpletion dates as shown:

WFLN Philadelphia, to 4-10-49 on nd. that construction be completed interim operation provided by that te; WKNY-FM Kingston, N. Y., to 29-49; WDUN-FM Gainesville, Ga., to 30-49.

The Voice of the Orange Empire Inc. d., Area of Santa Ana, Calif.—ranted license for new remote pickup A-2377 to request operation with FM ation KVOE-FM as well as standard ation KVOE, and A1, A2 and A3 omisons.

KRBC - AM - FM Abilene, Tex.—ranted involuntary transfer of control licensee corporation from M. Berd Hanks, deceased, to T. J. McMaon, Bruce B. Meador, Conway C. raig, executors of estate.

Johnson Bcstg. Co., Bessemer, Ala.—ranted CP new STL K1A-32.

WWYO Pineville, W. Va.—Granted ense new standard station. 970 kc kw D.

KSVC Richfield, Utah—Same—690 kc kw D.

WNAG Grenada, Miss.—Same—1490 250 w unl.

KIMP Mt. Pleasant, Tex.—Same—960 1 kw D.

WXGI Richmond, Va.—Granted license change frequency from 740 kc 950 kc.

WCHV Charlottesville, Va.—Granted ense changes in vertical ant. and ange trans. and studio locations.

KAMD Camden, Ark.—Granted license install new trans.

WGCM Gulfport, Miss.—Granted license install new vertical ant. and ount FM ant. on AM tower.

KINE Kingsville, Tex.—Granted license new standard station and to ecify studio location; 1330 kc 1 kw D.

KPOJ Portland, Ore.—Granted license install aux. trans. at present site f main trans.

28,000 Petitioners

A PETITION advocating elimination or reduction of the 20% federal tax on such every-day essentials as baby oil has been presented to the national Senators and Representatives from Maryland. Over 28,000 Marylanders signed the petition which was presented during a luncheon in Washington. Louise MacFarlane, woman's commentator at WCBM Baltimore, during the luncheon spoke of experiences she had gleaned from those who circulated the petition as well as from letters she had received from those who signed it. The legislators urged her to inform her listeners of their desire to fulfill the wishes of the petitioners.

WMLT Dublin, Ga.—Granted license install new vertical ant. and mount FM ant. on AM tower.

KSLM Salem, Ore.—Granted license changes in vertical ant. and to change trans. and studio locations.

WIDE Biddeford, Me.—Granted license new standard station and to specify studio location; 1400 kc 250 w unl.

WHAI Greenfield, Mass.—Granted license change vertical ant. and mount FM ant. on AM tower.

WJPA Washington, Pa.—Granted license change vertical ant. and mount FM ant. on AM tower.

WAGE Syracuse, N. Y.—Granted license to use old main trans. at present site of main trans. as alternate for night use and as aux. for day.

KPLC Lake Charles, La.—Granted license change frequency, increase power etc.

WRRN Warren, Ohio—Granted mod. license to change name of licensee from Nied & Stevens Inc. to The Warren Tribune Radio Station Inc.

The Associated Bcstrs. Inc., Area San Francisco—Granted CP change equipment KBSF.

WSFA Montgomery, Ala.—Granted CP mount FM ant. on South tower of AM DA system.

WVPO Stroudsburg, Pa.—Granted CP mount FM ant. on present AM tower.

WHDH Boston—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with 5 kw DA-DN.

WIAC San Juan, P. R.—Granted CP install aux. trans. at present site of main trans. to be operated on 580 kc with 1 kw.

WLBH Mattoon, Ill.—Granted CP mount FM ant. on side of AM tower.

WCKY Cincinnati—Granted CP install aux. trans. at present location of main trans. to be operated on 1530 kc with 10 kw DA-N.

WGBS Miami, Fla.—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with DA.

KSVC Richfield, Utah—Granted CP change type trans.

WHKW Madison, Wis.—Granted mod. CP to make changes in ant. of noncommercial educational FM station.

KJMS Springville, Utah—Granted mod. CP for approval of ant., trans. and studio locations.

WSHB Stillwater, Minn. — Granted mod. CP change type trans.

KFPW Fort Smith, Ark. — Granted mod CP to make changes in ground system.

Following were granted extension of completion dates as shown:

WBLK-FM Clarksburg, W. Va., to 6-9-49; KGO-FM San Francisco, to 4-30-49; KMFM Monroe, La., to 7-1-49; WHKC-FM Columbus, Ohio, to 6-28-49; WLAN-FM Lancaster, Pa., to 9-13-49; WWOL-FM Buffalo, N. Y., to 10-1-49; KGKB-FM Tyler, Tex., to 9-14-49; KTOK-FM Oklahoma City, to 8-29-49; WKBH-FM LaCrosse, Wis., to 7-1-49; WDOD-FM Chattanooga, Tenn., to 6-15-49; WOI-FM Ames, Iowa, to 7-28-49; KULE Ephrata, Wash., to 8-1-49; KMBC Kansas City, to 5-31-49; WINS New York, to 9-25-49; WIL St. Louis, to 4-1-49; WNOR Norfolk, Va., to 5-1-49; WMBD Peoria, Ill., to 4-15-49.

WEAW Evanston, Ill.—Granted license changes in FM station.

WHJB Greensburg, Pa. — Granted license increase power, change hours etc.

KSUN Bisbee, Ariz. — Granted license changes in trans. equipment, install new vertical ant. and change trans. and studio locations.

KNAK Salt Lake City—Granted license change frequency, increase power, etc.

Crosley Bcstg. Corp., Area of Cincinnati, Columbus, Dayton, Ohio — Granted CP and license for new exp. TV station KA-2335 KA-2336 KQA-40.

Following were granted extension of completion dates as shown:

WBCA Schenectady, N. Y., to 5-20-49; WQAN-FM Scranton, Pa., to 4-1-49; KNX-FM Hollywood, to 9-28-49; WJPA-FM Washington, Pa., to 6-30-49; WHK-FM Cleveland, to 7-11-49; WTBO-FM Cumberland, Md., to 9-1-49.

March 15 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

KPAS Banning, Calif.—CP change from 1490 kc 250 w unl. to 1380 kc 1 kw-D 500 w-N DA-N.

AM—1380 kc

KREO Indio, Calif.—CP change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-2.

AM—570 kc

WKYB Paducah, Ky. — CP change from 800 kc to 570 kc DA-D.

License Renewal

License renewal applications were filed by following stations: KPOA Honolulu; WMBS Uniontown, Pa.; WNAX Yankton, S. D.

Assignment of License

WCPA Clearfield, Pa.—Assignment of license from Progressive Pub. Co. to Clearfield Bcstrs. Inc., subsidiary.

KPAS Banning, Calif.—Assignment of license from Carl Phillips, Robert N. Phillips and John Phillips d/b as Pass Bcstg. Co. to William A. Smith and David Robbins d/b as Pass Bcstg. Co.

Modification of CP

KSDO San Diego, Calif.—Mod. CP new FM station for extension of completion date.

WRGK La Grange, Ill.—Same.

WWNI Wabash, Ind.—Same.

WBBC-FM Flint, Mich.—Same.

WMIT Winston-Salem, N. C.—Same.

WEOL-FM Elyria, Ohio—Same.

WMAN-FM Mansfield, Ohio—Same.

KREL-FM Goose Creek, Tex.—Same.

WIBA-FM Madison, Wis.—Same.

FM—Changes

W F M R New Bedford, Mass.—CP change ERP to 20 kw.

TENDERED FOR FILING

AM—1460 kc

KRUZ Palm Beach, Calif.—CP change from 1460 kc 1 kw unl. to 1460 kc 5 kw unl. DA-DN.

Assignment of License

WENA Bayamon, P.R.—Assignment of license from Ramon Agude to Bayamon Bcstg. Corp.

KULP El Campo, Tex.—Assignment of license from Louis Thurmond, Culp Krueger, Lafayetter Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and Ross Bohannon d/b as Wharton County Bcstg. Co. to Wharton County Bcstg. Co. Inc.

APPLICATIONS DISMISSED

AM—1340 kc

The Windham Bcstg Co., Williamantic, Conn.—DISMISSED March 8 application for CP new AM station 1340 kc 100 w unl.

AM—900 kc

Bastrop Bcstg. Co., Bastrop, La.—DISMISSED application for CP new AM station 900 kc 1 kw D.

APPLICATION RETURNED

License Renewal

WAVU Albertville, Ala.—RETURNED March 9 application for license renewal.

KXXX Colby, Kan.—Same.

March 16 Decisions . . . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking towards grant of application of Douglas L. Craddock to increase power of WLOE Leaksville, N. C., from 100 w to 250 w, operating unl. on 1490 kc.

AM—990 kc

Announced proposed decision looking toward grant of application of Orange Empire Bcstg. Co. for new

(Continued on page 82)

Have you heard about WMGM's

6 hours weekly of big shows from M-G-M in Hollywood?

Only our affiliation with Metro-Goldwyn-Mayer can bring such features as these to radio, with top Hollywood stars:

★ M-G-M THEATRE OF THE AIR
★ HOLLYWOOD, U. S. A.
★ CRIME DOES NOT PAY
★ At Home With LIONEL BARRYMORE, *and other top shows!*

Stations are invited to inquire about our syndication plan for these M-G-M shows.

WMGM
THE CALL LETTERS OF THE STARS

NEW YORK • 50,000 WATTS AM—*plus FM*

A 1½ BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

WORZ NBC AFFILIATE

ORLANDO FLORIDA

1000 WATTS—740 K.C.

FULL TIME—CLEAR CHANNEL

Nat. Rep., WEED & CO., New York

FCC Actions

(Continued from page 81)

Decisions Cont.:

station at Redlands, Calif., 990 kc with 1 kw D; dismissed as moot petition for immediate consideration.

AM—1450 kc

Announced proposed decision looking towards grant of application of Agnes Jane Reeves Greer for new station at Dover, Ohio, 1450 kc 250 w unl. subject to (1) that applicant within 60 days from grant file application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and (2) that applicant will not commence operation until WFMJ Youngstown ceases operation on 1450 kc and is licensed to operate on 1390 kc.

BY COMMISSION EN BANC

License Renewal

KERO Bakersfield, Calif.—Granted renewal of license for period ending Feb. 1, 1952.

WRR Dallas, Tex.—Granted renewal of license for period ending Nov. 1, 1951.

WHA-FM Madison, Wis.—Waived Sec. 1.301 of rules and granted renewal of license of WHA-FM on 88.7 mc.

Extension Denied

Fanny B. Wilson, Memphis, Tenn.—Denied application for extension of completion date for construction of new Class B FM station at Memphis.

Assignment of License

WEGO Concord, N. C.—Granted assignment of license from Wayne M. Nelson to The Concord Tribune Inc. for $50,000.

Transfer of Control

W L T C Gastonia, N. C.—Granted transfer of control of Gastonia Bcstg. Service Inc. from present stockholders to several members of Petty family for $65,000.

Petition Denied

WDEL-TV Wilmington, Del.—Denied petition by Wilmington Tri-State Bcstg. Co. Inc. requesting that WDEL-TV application for extension of completion date be designated for hearing for non-diligence and misrepresentation; granted extension of WDEL-TV completion date to Aug. 23, but advised WDEL: "This extension was granted upon your representation that construction of Station WDEL-TV would be complete and the station would be in operation prior to the expiration of the completion date as extended. In passing upon any further application for extension of completion date, your compliance or failure to comply with this representation will be taken into account and given serious consideration by the Commission." (Comr. Jones dissented; favored grant of Wilmington Tri-State petition.)

Petition Granted

WTCN-TV and KTRV Minneapolis—In a memorandum opinion and order, granted petition of WTCN-TV insofar as it requests vacating Commission's order of July 29, 1948, in modifying CP for new TV station at Minneapolis and imposing cond. that Minnesota Tribune Co. dispose of all interest in either Minneapolis Star and Tribune Co. or Minnesota Bcstg. Corp., permittee; denied petition of KTRV for oral argument and extended for 20 days time within which latter may reject Commission's grant of March 30, 1948, for new TV station or accept subject to same cond., and if accepted, have until July 1, 1949, in which to comply.

IT'S A

GREAT DAY

on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market.

(1947-1948 winter-spring Hooper)

W L A V — 28.1%

Station B — 22.6%

Station C — 22.2%

Contact the John E. Pearson Co.

ABC for Grand Rapids

WLAV

Power Plus Perfection

Box Score

SUMMARY TO MARCH 17

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,954	1,913	235	...	460	258
FM Stations	720	287	617	29*	110	29
TV Stations	58	7	115	...	321	181

* 11 on air

CALL ASSIGNMENTS: KALO Victoria, Tex. (Victoria Broadcasting Co., 1410 kc, 500 w, day); KBKW Aberdeen, Wash. (Ben K. Weatherwax, 1450 kc, 250 w); KORN Fremont, Neb., changed to KFGT (Walker Newspapers Inc.); KTED Laguna Beach, Calif. (Universal Radio Features Syndicate, 1520 kc directional, 1 kw day, 250 w night); KXCA Tucson, Ariz., changed to KTXT (Thomas J. Wallace); KBUK (FM) Dallas, Tex., changed to KYBS (FM) (Baptist General Convention of Texas); KRJM (FM) Santa Maria, Calif., changed to KSMB (FM) (John H. Poole); WCPS-FM Tarboro, N. C. (Coastal Plains Broadcasting Co. Inc.); WSBF (FM) South Bend, Ind., changed to WSBT-FM (South Bend Tribune).

TV Application

Houston, Tex.—W. W. Lechner d/b as Lechner Television Co., Channel 4 (66-72 mc), ERP 15 kw vis., 7.5 kw aur., antenna height above average terrain 475 ft.; estimated cost of construction $337,775, first year operating cost $120,000, revenue $96,000. Applicant is independent oil producer and rancher. Filed March 17.

AM Application

Ukiah, Calif.—Mendocino Broadcasting Co., 1400 kc, 250 w, fulltime; estimated cost $20,897.75. Co-partnership: Lloyd Bittenbender, lumber dealer; F. Walter Sandelin, hotel owner; Edgar W. Dutton, farmer; Guido Benassini, summer resort operator, and T. R. Amarante, one-third owner and manager of KDAC Fort Bragg, Calif. Filed March 10.

FM Application

Decatur, Ala. — Tennessee Valley Broadcasting Co. Inc., Class B FM station, Channel 223 (92.5 mc), ERP 3.12 kw; estimated cost $28,000. Applicant is licensee WMSL there. Filed March 17.

Petition Dismissed

Sky Way Bcstg. Corp., Columbus, Ohio—Dismissed as moot petition requesting Commission to reconsider and set aside grant of license to Northwestern Ohio Bcstg. Corp., Lima, Ohio (Comr. Jones not participating).

Modification of CP

WEAM Arlington, Va.—Granted application for mod. CP to make changes in DA.

Petition Denied

WEAS Decatur, Ga.—Denied petition requesting that new call letters be assigned to DeKalb Bcstg. Co., holder of CP for new station (WGLS) in same city on ground that call letters do not appear similar in print or phonetically and that 40 kc dial separation is sufficient to preclude confusion (Comr. Jones not participating).

Waiver Granted

WOSH Oshkosh, Wis.—Granted request for waiver of Sec. 1.321 of rules insofar as they affect its application request for consent to transfer controlling interest from Myles H. Johns to his brother, William F. Johns Jr.

March 17 Decisions . . .

BY COMMISSION EN BANC

AM—1410 kc

WLOW Norfolk, Va.—Granted CP change frequency from 1590 to 1410 kc, using 1 kw D.

AM—1310 kc

WDXI Jackson, Tenn.—Granted mod. CP to change from 1 kw D to 1 kw unl. and install DA-N, 1310 kc.

AM—900 kc

WONO Oneonta Bcstg. Co., Oneonta, N. Y.; and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Adopted order (1) denying petition of WONO for extension of completion date of station WONO and deleted call letters of station; (2) granted application of Saratoga Bcstg. Co. for new station 900 kc 250 w D.

Modification of CP

KMPC Los Angeles—Granted mod. CP for extension of completion date to Oct. 1, 1949.

Change Studio

WWOL Lackawanna, N. Y.—Granted application to change main studio location from Lackawanna to Buffalo, N. Y. (Comr. Walker for hearing).

March 17 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

Russell G. Salter, La Grange, Ill.—CP new AM station 1300 kc 500 w D AMENDED to change name from Russell G. Salter to Russell G. Salter and Charles F. Sebastian d/b as The La Grange Bcstg. Co.

AM—1490 kc

Northwest Public Services, Kelso, Wash.—CP new AM station 1240 kc 250 w unl. AMENDED to request 1490 kc and change name from Roscoe Arthur Day Jr., Henry N. Alderman and Frederick C. Arpke d/b as Northwest Public Services to Northwest Public Services Inc.

License for CP

WSHB Stillwater, Minn.—License to cover CP new AM station.

WTTS Bloomington, Ind.—Same.

KWRE Warrenton, Mo.—Same.

WBUT Butler, Pa.—Same, and also to specify studio location as 109 E. Diamond St.

KBIO Burley, Ida.—License to cover CP change frequency.

License Renewal

KGFX Pierre, S. D.—License renewal AM station.

WKTY La Crosse, Wis.—Same.

Modification of CP

KWOE Clinton, Okla.—Mod. CP new AM station for extension of completion date.

KGDM Stockton, Calif.—Mod. CP increase power etc. for extension of completion date.

Transfer of Control

WSAT Salisbury, N. C.—Relinquishment of control of Mid-Carolina Bcstg. Co., licensee, by C. H. Wentz to E. E. Boyce and W. D. Flinton.

WENK Union City, Tenn.—Acquisition of control of Union City Bcstg. Co. Inc., licensee, by H. G. Gilland, Aaron B. Robinson and licensee from B. Cary Brummel.

Modification of CP

KERN-FM Bakersfield, Calif.—Mod. CP new FM station for extension of completion date.

KOA-FM Denver—Same.

KVNJ-FM Fargo, N. D.—Same.

WCOV-FM Montgomery, Ala.—Same.

KRE-FM Berkeley, Calif.—Same.

WBIB New Haven, Conn.—Same.

WGBS-FM Miami—Same.

WFMI Portsmouth, N. H.—Same.

WOAI-FM San Antonio—Same.

WCFC Beckley, W. Va.—Same.

WCOV-FM Montgomery, Ala.—Mod. CP new FM station to change ERP to 5.23 kw, ant. height above average terrain to 229 ft.

WELD Columbus, Ohio—Mod. CP increase ERP to 52.8 kw.

License for CP

K P R A Portland, Ore.—License to cover CP new FM station.

WKAR-FM East Lansing, Mich.—License to cover CP new non-commercial educational FM station.

Modification of CP

KLEE-TV Houston, Tex.—Mod. CP new commercial TV station to decrease ERP from 16 kw vis., 8.5 kw aur. to 15.1 kw vis., 7.54 kw aural.

TENDERED FOR FILING

Assignment of License

KBIO Burley, Ida.—Assignment of license from Jessica L. Longston to KBIO Inc. in which Mrs. Longston will be 86% owner.

WPAM-AM-FM Pottsville, Pa.—Assignment of licenses from Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Curran d/b as Miners Bcstg. Service to Miners Bcstg. Service Inc., new firm of same owners.

APPLICATION DISMISSED

AM—1400 kc

Humboldt Bcstg. Co., Arcata, Calif.—DISMISSED March 14 application for CP new AM station 1400 kc 250 w unl.

PETITION TO REINSTATE

AM—770 kc

WEW St. Louis—PETITION to reinstate application filed in 1945 for CP increase power from 1 kw to 50 kw, change hours from D to unl., install DA-N.

Coy to Speak

FCC CHAIRMAN Wayne Coy is scheduled to address the Baltimore Advertising Club on television at a luncheon meeting March 23.

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station

In A **CAPITAL** City gets

You **CAPITAL** Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

540 KC ISSUE

NAB Criticizes FCC On Its Proposal

NAB WARNED FCC last week that its proposal with respect to the use of 540 kc might lead to "immobilizing" the frequency as a broadcast channel, if negotiations on it are conducted during the forthcoming Fourth Inter-American Radio Conference.

The use of 540 kc is a subject for the North American Regional Broadcasting Conference, slated for next September in Canada, the association emphasized.

The Commission had proposed that, "in general," U. S. use of the new broadcast frequency be limited to not more than 1 kw and be forbidden altogether within 25 miles of some 224 specified military installations [BROADCASTING, Feb. 28].

"It is not the responsibility of the Fourth Inter-American Radio Conference] to allocate, assign or classify the 540 kc channel," NAB maintained in a brief. "It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc to the forthcoming NARBA."

The FIAR was slated to open in Washington April 1, but will be delayed until 14 days after the close of the Mexico City International High Frequency Broadcasting Conference, now expected about mid-April.

The limitations suggested by FCC were designed to protect War and Navy mobile stations proposed to be operated in the band just below 540 kc.

NAB said it could find nothing in the Atlantic City regulations, which made 540 kc a broadcast channel, to justify singling out broadcasting as a service which must protect the other services in the neighborhood of 540 kc."

The brief argued that "broadcasting, at least domestically, is an extremely well engineered and closely regulated service, but here no proof is evident that the services adjacent to the lower frequency edge of the band are either well-engineered or regulated in any manner."

NAB reiterated its plea that portable mobile frequencies be kept free from interference, "both domestically and internationally." These frequencies include 1606, 1622, 1646, 2058, 2074, 2090, 2102, 2150, 2190, 2758, 2790 and 2830 kc. "Much interference is encountered on these frequencies by broadcasters, a fact which has discouraged the broadcasters' use of channels allocated to them for remote pickup services," NAB asserted.

The NAB comments were filed in response to FCC requests for comments "for purposes of assisting the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U. S." FCC acknowledged that actual consideration of the use of 540 kc must await the NARBA conference. Other comments may be filed until March 28.

WEW PETITION

To Reinstate Application

WEW St. Louis petitioned FCC last week to reinstate its application for 770 kc with 50 kw, which was dismissed in February 1946 pending outcome of the clear-channel proceeding.

The St. Louis U. station's request came on the heels of FCC's reiteration, 10 days ago, that it will not dismiss applications for the 1-A 770 kc or 1-B 1030 kc channels, but will put them in the pending files until the clear-channel case is decided [BROADCASTING, March 14]. This policy was adopted in August 1946 due to the "peculiar situation" in which KOB Albuquerque is assigned 1030 kc but actually uses 770 kc under special service authorization.

There are three pending applications for 770 kc fulltime and six for fulltime on 1030 kc. Those seeking 770 kc are KOB, KFEL Denver and KXA Seattle. For 1030 kc: KARM Fresno, KWBU Corpus Christi, KTHT Houston, KUTA Salt Lake City, KWSC Pullman, Wash., and Rafael Ramos Cobian, San Juan, Puerto Rico.

NARSR

Increase Selling Efforts Headley Tells Meet

MEMBERS of the National Assn. of Radio Station Representatives were urged last week by the association president, Frank M. Headly, to invigorate their selling in an effort to tap new advertising funds for radio.

Mr. Headly, who is also president of Headley-Reed Co., pointed out that total radio advertising—network, national and regional spot and local—amounts to only $500 million of the total advertising expenditure of more than $3 billion.

The $500 million, which includes time and talent, fails to reflect radio's "power and successful record in advertising," Mr. Headley told the quarterly meeting of the NARSR last Thursday in New York.

"Expansion of total advertising and radio advertising are vital to successful selling in a competitive era," he said.

Mr. Headley predicted that spot radio would increase by $10 million this year over last. He pointed out that although spot volume was growing, local advertising was outstripping both spot and network in rate of expansion. He thought network advertising, which has been increasing least, would continue its "slowing up."

He also advised NARSR members that television was accumulating advertisers in numbers "rapidly approaching the number of radio advertisers."

"Advertisers have at their hand these two powerful media of radio and television," he said, "to enable them to maintain the high volume of sales which they need to maintain employment and earnings and the prosperity of the past decade."

In an increasingly competitive era when the needs, desires and resources of consumers are "enormous," he said, manufacturers and retailers "have every incentive to resume their most aggressive advertising and selling methods, with the confidence that the business is there at a profit, if they will go after it.

"They are fortunate in having at their disposal the most powerful unexploited medium that we have ever known, in the form of radio and television commercials. . . . It is the duty of our members, on behalf of their stations, to bring into the fold of spot advertising many more manufacturers with increasing appropriations."

FCC PAY RAISE

Subcommittee Approves

UNANIMOUS approval of legislation to give FCC and FTC commissioners a $6,000 annual pay raise was given last Monday by a House Post Office and Civil Service subcommittee.

Pay boosts from $10,000 to $16,000 for the commissioners are contained in a measure which also offers pay raises for many other top government officials. The legislation will now be considered by the full House Post Office and Civil Service Commtitee.

NEW

Audio Master '49

The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE

Plays 78 and 33-1/3 rpm up to 17-½"—only 15 pounds—Sturdy woodcase—6 inch speaker—Featherweight pick-up—Rugged motor—Wow-free reproduction—Volume and tone control—Permanent but replaceable needle—6 Watts output — No needle noise—Air cooled—90-day guarantee.

low-priced at $57.50

A C only

AC-DC Model $77.50

Microgroove add $10.00

All prices FOB factory.

The Audio-Master Co.

425 Fifth Ave. • N.Y.C. 16

MU 4-6474

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY

Mr. Charles Wild
N. W. Ayer and Son, Inc.
New York City

Dear Charley:

Hit's a plum sight th' way Charleston is a gittin' bigger an' bigger, an' good old WCHS is right in th' middle of it all! An' jist t'other day some feller way over in New Yoark er Wash'ton er some such place tuk th' trouble to figure out thet Charleston is one o' th' top ten cities in th' country fer sales growth! Yessir, and ole WCHS with her 5000 watts has done her share in bringin' thus here business ter Charleston!

Yrs.
Algy

WCHS

Charleston, W. Va.

Trends

(Continued from page 25)

tisers are cutting, another half say ad budgets are unchanged or rising (Table III).

This is where the sales staff can serve its most useful function —to convince advertisers that cutting advertising is not always the best way to save money. To the inexperienced advertiser, it's often the advertising appropriation that gets cut down when economies are put into effect. Long-time advertisers are more sales-conscious than this, and are more inclined to up their expenditures. One station manager said, "the smart ones are increasing their purchase of radio time, and all other media as well."

Toughest Competition

It will come as no surprise to radio men that newspapers were listed in the front rank of competition for the individual station manager. Newspapers received 46.4% of the votes as "our toughest competition" (See Graph).

Newspapers were tougher competition than other AM stations, although 35.6% of the broadcaster votes went in that direction. Television was mentioned as a competitor by all AM operators who are in the coverage areas of one or more TV stations. But in only one instance was it listed as the toughest competition.

Nine percent listed miscellaneous media as a competitive influence on their own sales, and 3.4% rated FM as competition.

Average operating costs have increased 4.5% in the past six months on a nationwide average. In the year 1948 costs were estimated to have increased 6.2%.

Fifty-six percent of the operators reported an increase—some ranging as high as 18%, while 29% reported a level cost for the past six months. About 15% reported a decline in costs—though in each case the drop was slight. Among those who reported an increase, the average increase was 7.6%; of those who reported a drop in costs, the decline was about 6.8% (Table IV).

No Break in Sight

Results of balloting indicate no need to fly storm signals for broadcasters at this time. Certainly competition is here again, and it will take real selling to show the gains of 1946-7- and-8 in 1949. Certainly no amount of selling could combat a major decline in the business level of the nation's economy. But in a normal buyer's market radio can be relied upon to hold its own.

Though operating costs are up in the majority of stations, overall revenues are about even with preceding months. Tough newspaper and radio competition is felt all along the line—but it is not the factor most responsible for declines in revenues—old man "disinflation" gets the blame for that.

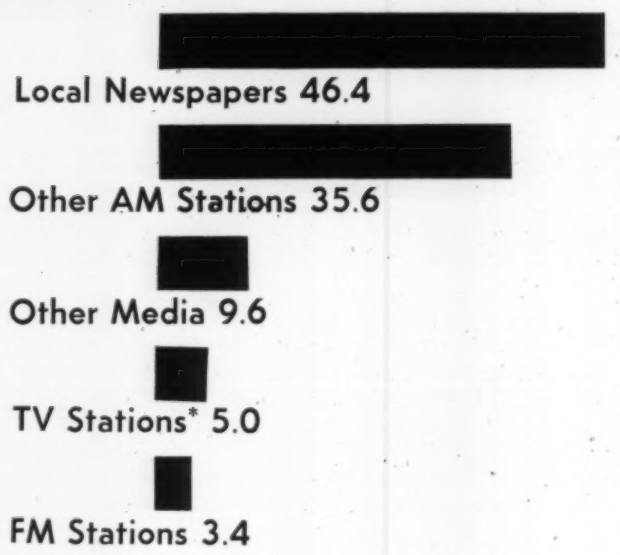
One Ohio broadcaster said: "The main thing we need is a changed attitude from one of complacency and self satisfaction to one of aggressive, constructive, selling—which means more contacts, more auditions, more study and careful planning before making an approach."

"Business is still good," said another manager. "Business is still available if you earn it—business is tremendous if you sell as hard on the air as you do in the client's office."

A five point program which has resulted in a 22% increase for one eastern station was outlined as follows:

- Do not pressure a prospect, avoid over selling him.
- Know your prospect's business and offer him a schedule of the type and proper times that you conscientiously believe will produce results for him. . . .
- Don't ignore the small prospects. If your medium is effective you can help him increase his business and he becomes a larger customer of the station.
- Work with your advertisers and prospects in helping them solve advertising and promotion problems.
- Make your station a part of community life and an integral part of your advertisers' operations.
- Remember—a half dozen satisfied advertisers cannot offset one thoroughly dissatisfied or disappointed former advertiser.

COMPETITION



*In every market with TV stations they were mentioned among the top three competitors

TABLE I

Has your business increased or decreased recently?

Increased 46.4%

By what percent?

0-5%	27	10-15%	7
5-10%	25	15-20%	3
More than 20%	6		

Decreased 43.4%

By what percent?

0-5%	23	10-15%	6
5-10%	26	15-20%	11
More than 20%	5		

Remained the same 10.2%

If your business has declined recently which do you consider most responsible?

Disinflation ..... 72.3% **Competition** 27.7%

TABLE II

What methods are best for increasing time sales?

Better sales staff	38.8%
Better programming	32.7%
Promotion	24.3%

What kind of promotion?

radio	40.3%
newspaper	29.0%
other	16.1%
trade paper	14.6%
Rate changes	4.2%

* * *

TABLE III

How have changing business conditions affected the thinking of your adverisers?

Inclined to cut advertising budgets to save costs	52.3%
Remain unchanged	25.6%
Inclined to increase budgets to boost sales	22.1%

* * *

TABLE IV

How do your operating costs compare with those of six months ago?

Higher ..... 56.5% **About the same** .. 29.0% **Lower** 14.5%

Average of all replies ..... 4.5% increase

FREE EXAMINATION OFFER

EXPERIENCE HAS PROVEN that only actual examination can determine the true value of our service. Hence this generous offer.

SEE FOR YOURSELF THE 1949 FACTuary—the only complete POCKET-SIZE reference book on Radio and Television kept up to date by periodic loose-leaf inserts. This offer also includes our News and Television Bulletins.

FOR AS LONG AS
3 MONTHS
YOU MAY EXAMINE
OUR SERVICE
FREE

OFFER LIMITED
MAIL COUPON TODAY

EXECUTIVES' RADIO SERVICE
Research and Publication Office
1889 Palmer Ave., Larchmont, N. Y.

Please send me the 1949 edition of the FACTuary. I understand that my purchase of the FACTuary for $17.50 entitles me to the full augmented service including the bi-weekly News Bulletin and loose-leaf inserts.

If after a fair examination I do not find the FACTuary and service helpful, I will return the FACTuary within three months, and my money will be refunded.

☐ Check or M.O. enclosed ☐ Bill me later

Name .....
Company .....
Address .....
City ..... Zone .... State .....

BANKHEAD

Files Suit Against Four Over Prell Jingles

TALLULAH BANKHEAD's nerves, which are not among the steadiest in the American theatre, last week were jangled by a jingle.

Miss Bankhead erupted in a passion fitting her place as a great dramatic actress. She sued CBS, NBC, Procter & Gamble and Benton & Bowles for a million dollars, charging she had been outraged by a singing commercial.

The commercial to which she found a million dollars worth of objection was one which has been broadcast for Prell, a shampoo product produced by P&G. Two verses of the jingle are:

"I'm Tallulah the tube of Prell,
And I've got a little something to tell:
Your hair can be radiant oh so easy.
All you've got to do is take me home and squeeze me."
"I'm Tallulah the tube of Prell,
And I'll make your hair look swell.
It'll shine it'll glow so radiantly
For radiant hair get a hold of me,
Tallulah the tube of Prell shampoo."

Miss Bankhead was "particularly aggravated" by the personification of "a tube as the plantiff," her suit alleged. She was also distraught at the "suggestive invitations to the public to . . . take me home and squeeze me" and "get a hold of me."

In her complaint, the actress asserted that the name "Tallulah" in the public mind "identifies the plaintiff and the plaintiff alone." Hence, she alleged, the "Tallulah" used in the jingles "unmistakably identifies the plaintiff in the public mind as the individual whose name is being used in said commercial advertising."

That, said Miss Bankhead, is a rude blow. She has never endorsed any product. However, in the past several years she has been repeatedly offered "large sums of money to allow her name to be used," she said, and she had contemplated acceding to some future request of that kind "as a source of substantial revenue to be realized by her."

The use of her name in the Prell jingle, she grieved, deprived her of revenue which she could obtain from other advertisements.

Because of Prell shampoo, she indicated, she was washed up as a prospect for endorsements.

At week's end all defendants save Procter & Gamble, whose headquarters are in Cincinnati, had been served with the suit, and Miss Bankhead's attorneys, Silver & Bernstein, New York, expected to serve the advertiser soon.

The offending commercials allegedly were broadcast and telecast over both networks.

Defendants have 20 days in which to file answers to the action, which seeks $500,000 general damages and another $500,000 for exemplary damages. None would comment on the suit.

INTERVIEW with Capt. Bill Odom as he raced across the Youngstown, Ohio, area at 9,000 feet on his record-smashing Honolulu-to-New Jersey trip was conducted by R. B. Mackall (center), WFMJ Youngstown program manager. With Mr. Mackall are Ken Granger (l), manager of Youngstown Muncipal Airport, and John Lyden, chief pilot for Youngstown Airways. The WFMJ plane escorted Capt. Odom for 100 miles as he passed over Ohio. Later WFMJ broadcast Mr. Mackall's 5-minute tape-recorded interview with Capt. Odom.

SKY WAY

Appeals Lima, Ohio, Grant

CHARGE that FCC "acted with unprecedented haste" in rewriting its decision in the Lima-Columbus, Ohio, 1150 kc case was made by Sky Way Broadcasting Corp. last week in its appeal from the Commission decision favoring new station grant to Northwestern Ohio Broadcasting Corp. at Lima.

Filing its brief with the U. S. Court of Appeals for the District of Columbia, Sky Way contended it was deprived of full benefits of oral argument and hence denied a fair hearing.

The decision appealed from was made by FCC last October, the second final decision in the proceeding. It awarded 1150 kc with 1 kw unlimited time to Northwestern at Lima and denied Sky Way's bid for 5 kw day, 1 kw night on that channel at Columbus. Decision was based on equitable distribution provision of the Communications Act. Sky Way filed notice of its appeal in November [BROADCASTING, Nov. 15, 1948].

One of the original stockholders in Northwestern was Comr. Robert F. Jones, who dropped out of the firm upon joining the Commission. He did not participate in the FCC's actions. Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.5%. Sky Way is headed by Gustav Hirsch, Columbus businessman.

Sky Way also pointed out that the new final decision, rewritten and different from the three previous rulings, then was made within two working days after the argument. The appellant said further that only two of the five Commissioners who participated in the initial final decision of March 1948 had participated in the revised proposed decision, hence to a majority the case which was argued was one of first impression.

N. C. LIBEL BILL

Passes General Assembly

LEGISLATION relieving broadcasters of much of their responsibility for libel and defamation of character has been passed by the North Carolina General Assembly (SB-91). Passage of the bill was advocated by the North Carolina Assn. of Broadcasters.

The bill was introduced by Senator Lee B. Weathers, of Shelby. Robert M. Wallace, WOHS Shelby, vice president of the state association and its legislative chairman, appeared before the Senate Judiciary Committee along with Harold Essex, WSJS Winston-Salem.

The association opposed a bill designed to outlaw advertising of beer and wine in the state. The bill got through committee but was withdrawn when heavy opposition developed on the floor of the House.

TEA ASSOC.

$2.5 Million Promotion Plan Announced

FIRST United States industry-wide promotion campaign on tea, in which radio is expected to participate heavily, has been agreed upon by the leading international tea growers, packers and distributors. Robert B. Smallwood, president of the Tea Assoc. of the United States of America, announced the plan last week.

Returning from a month's trip to England and the Continent last Wednesday, Mr. Smallwood, who also is president of Thomas J. Lipton Inc., disclosed he had learned in London that more than $1 million would be contributed to the U. S. campaign this year by representatives of tea growing countries.

The entire promotion is expected to cost at least $2,500,000 yearly, and will get under way some time late this year.

Plans for radio participation are not yet available nor could it be ascertained what agency would place the time.

TRANSIT RADIO

Had 210 Advertisers in Feb.

A TOTAL of 210 national, regional and local sponsors were using Transit Radio time during February, Frank E. Pellegrin, national sales manager of TR, announced March 10 in Chicago. One of the most encouraging factors to salesmen of the new medium is that many sponsors are new to radio, Mr. Pellegrin said.

"Most of these newcomers are now attracted because of the counted, guaranteed audience delivered by Transit Radio and also by its low cost per thousand impressions," he asserted. "These are tangible values that many advertisers recognize. Another significant feature is the number of leading department stores and other large retail firms on this early list, most of them with very substantial schedules."

'Voice' Engineers

STATE DEPT.'s International Broadcasting Division last week announced the need for engineer operators at several of its overseas "Voice of America" relay bases. Some positions are open domestically in the studio operations and general engineering sections in New York City headquarters, IBD said. Majority of vacancies are for junior and senior engineers to serve for at least two years. Queries should be addressed to Dept. of State, International Broadcasting Division, Washington 25, D. C., or to 251 W. 57th St., New York.

Gillin to CAB Meeting

JOHN J. GILLIN Jr., WOW Omaha, was named last week by NAB President Justin Miller to attend the June convention of the Canadian Assn. of Broadcasters as NAB representative.

Hubbell to Paris

RICHARD HUBBELL, head of the television consulting firm of that name, left March 17 for Paris to confer with a group of French financiers who have retained him as adviser on the American video market for French films.

At Deadline ...

NEW AM STATION GRANT FOR PITTSBURG, CALIF.

FINAL DECISIONS reported by FCC Friday to grant Pittsburg Broadcasting Co. new AM station at Pittsburg, Calif., 1 kw fulltime on 990 kc, and to deny Crawfordsville, Ind., *Journal-Review* bid for new outlet, 250 w fulltime on 1340 kc. Latter denial based chiefly on excessive interference which would be suffered from other stations (73.4% of population 0.5 m/vm day).

Principals in Pittsburg Broadcasting include: John C. McFarland, musician, president 26.8%; Tonno Lazio, hotel and real estate business, vice president 11.6%; Melvin D. Marshall, in radio management and now with Mr. McFarland in publishing weekly paper there, secretary-treasurer 26.8%.

DALLAS TV APPLICATION

TV CHANNEL 11 (198-204 mc) sought at Dallas, Tex., in bid filed Friday by W. W. Lechner tr/as Lechner Television Co. Texas oil producer and rancher, Mr. Lechner earlier filed for TV in Houston (See FCC actions, page 79). ERP 20.3 kw visual, 14.5 aural asked at Dallas with antenna 483 ft. above average terrain. Estimated cost $199,550, first year operating cost $125,000, revenue $60,000.

NEW KYOR SALE PLAN

SECOND application for sale of KYOR San Diego to KUSN there—this time for $75,000—filed with FCC Friday. Bid filed year ago for sale at $87,000 expired and was dropped in December after Commission had ordered hearing on allegations of hidden ownership against KYOR [BROADCASTING, Oct. 18, 1948]. Charges were denied by station and hearing date was never set.

San Diego Broadcasting Co. would drop KUSN (5 kw day, 1 kw night on 1510 kc) and construct 5 kw, 1130 kc facilities for which KYOR holds permit. Station now 250 w. Sellers: Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred R. Rohr and Mary W. Hetzler.

HEARING STARTS MARCH 25 IN WSNY SCHENECTADY CASE

HEARING in case of WSNY Schenectady, N. Y., vs its former vice president-general manager, George R. Nelson, ordered by Appellate Division of New York State Supreme Court. Hearing begins March 25 in Schenectady County Supreme Court.

Mr. Nelson and group of WSNY stockholders sought to throw station into temporary receivership, charging Winslow Leighton, present WSNY manager, and others gained control of station illegally.

Latest Appellate Division action follows order issued Feb. 24 by Division's presiding justice, Sydney Foster [BROADCASTING, March 7], staying an earlier order by State Supreme Court Justice Christopher J. Heffernan directing that receiver be appointed.

McADAMS NAMED V. P.

JOHN V. McADAMS, associate copy director of Albert Frank-Guenther Law, New York, elected vice president of agency.

HEIDT SHOW RATING DOWN, RETURNS TO OLD SPOT

HORACE HEIDT show, which moved into NBC 7 p.m. Sunday time vacated by Jack Benny's switch to CBS, will be moved back to old stand, 10:30-11 p.m. Sundays on April 24. Philip Morris Co. made decision after his ratings opposite Mr. Benny failed to reach expectations.

NBC said to have spent $100,000 in whirlwind advertising campaign announcing Mr. Heidt's placement in "No. 1 Spot." Despite promotion, Mr. Heidt's latest Hooperating was 9.8 compared with Mr. Benny's 23.8.

No replacement in 7-7:30 p.m. Sunday time announced by NBC but it was learned network was shaping up "super giveaway." Fate of sustaining program *Who Said That?*, now heard 10:30-11 p.m. on NBC when Mr. Heidt moves into that time, was undecided.

WONE DAYTON TAKES AIR AS 5-KW MBS OUTLET

WONE Dayton, Ohio, was slated to begin operation yesterday (March 20) on 980 kc with 5 kw fulltime. Skyland Broadcasting Corp., Ronald B. Woodyard, president, is licensee of WONE and its FM affiliate, WTWO. An MBS outlet, WONE is using NBC Thesaurus service.

New station's manager is C. J. Thornquest. Other executives: Frank E. Shaffer, program director; Fred Holt, news department head; Louis G. Froelich, commercial manager; Glen Broughman, farm service director, and Marvin Homan, sports director.

RICHARDS RETIREMENT PLAN DISCLOSED BY COUNSEL

COMMENTING on FCC action canceling scheduled March 23 hearing on G. A. Richards radio stations (early story page 26) counsel for Mr. Richards issued following statement late Friday:

For a number of years it has been Mr. Richards' desire to retire from business activities on his 60th birthday, which occurs tomorrow, March 19. Because of Mr. Richards' health, which has become increasingly poor since a severe heart attack 10 years ago, he is now applying to the Commission to set up trustees in order to carry out his idea of retirement.

The Good Will stations, WJR Detroit, WGAR Cleveland, KMPC Los Angeles, which have been owned and operated by G. A. Richards for 23, 19, and 12 years, respectively, and whose familiar slogan "Free Speech Mike" has become nationally famous, have established reputations for outstanding and pre-eminent public service in the three communities they serve.

As pioneer members of the broadcasting industry they have made major contributions to high industry standards; have observed not only the code adopted by the broadcasting industry, but also have initiated and maintained the highest local standard to assure the unbiased and impartial presentation of news and public discussions. The stations have led in the promotion of religious and national understanding and good will and have given wholehearted support to all civic and philanthropic organizations—national, state and local.

Top industry awards and citations have been received from such organizations as the American Legion, Veterans of Foreign Wars, and many others. Written letters of commendation, received from all religious and racial groups, educational institutions, charitable organizations and public officials, augmented by hundreds of thousands of letters from radio listeners, all attest to the high esteem and fine reputation enjoyed by Mr. Richards, the Good Will stations and their managers and personnel in their respective communities.

Mr. Richards has always fought to preserve the American way of life and freedom of speech over the air. Every racial and religious group has had free access to his stations, which has been generously accepted by the leaders of every important group in America.

FM ASSN. CHARGES TO FCC ARE DENIED BY AT&T

AT&T Friday denied FM Assn. charges that refusal to furnish intercity FM channels for nine-station Midwest network broadcast last Dec. 10 violated Communications Act and anti-trust laws [BROADCASTING, Feb. 14].

In letter to FCC answering FMA allegations, company said refusal was in line with AT&T policy against interconnection of its facilities with those of private companies where AT&T can furnish through service. This policy—whose lawfulness in connection with television is up for FCC decision—is legal and serves public interest, AT&T maintained. Company disclosed, however, that it is considering tariff clarifications expressly excluding this policy in cases where sound program carried by AT&T from originating point is rebroadcast beyond termination of AT&T facilities.

Company pointed out that request it refused was for facilities to link more distant stations on network which otherwise would be connected by direct pickup of broadcasts. Program was to have originated by KFMX Council Bluffs, Iowa.

BAR GROUP SEEKS DELAY

NINETY DAYS additional time to prepare and file its comments on FCC's proposed new advertising and cutoff procedure on broadcast applications [BROADCASTING, Feb. 28] will be sought by Federal Communications Bar Assn. FCBA Executive Committee authorized filing of this request after lengthy exploratory discussion of proposed new rules at special meeting Friday. April 4 is now deadline for comments. Executive Committee also adopted resolution introduced by President Guilford Jameson favoring increased salaries for FCC Commissioners plus at least $2,500 differential for Chairman.

TOWNSEND PROMOTED

CHARLES L. TOWNSEND, NBC Chicago television operations supervisor, promoted to television technical film director for network, with headquarters in New York. Paul J. Moore, member of staff 20 years, will fill Mr. Townsend's post.

Closed Circuit

(Continued from page 4)

premised upon fundamental disagreement among stockholders on cooperative type of operation. It's known that MBS high command is canvassing top-level executives to bolster sales and programming.

FILING of new Western Union fees for baseball play-by-play to bring formal NAB protest to FCC.

ANOTHER SERIES of transcribed half-hour musical programs with Hollywood guest stars and leading Canadian talent, in preparation for free use by U. S. stations to boost travel to Canada this summer. Rupert Lucas, producer last year for Canadian government, currently in Hollywood.

PROMINENT advertising executive's observation re BMB and future radio measurements: "If BMB or radio won't do this job, we'll have to do it ourselves."

LATEST wisecrack heard in Capital corridors: Interested radio observers are watching chimneys of New Post Office Bldg., where FCC is located, for any signs of smoke which might be tip on burning of memos, "confidential" files and other data sought by Chairman Ed Johnson's latest blast involving TV allocations and research [BROADCASTING, March 14].

and then, ADVERTISING

Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. *630 Fifth Avenue*
Cincinnati 2, Ohio *New York 20, N.Y.*

360 N. Michigan *6381 Hollywood Blvd.*
Chicago 1, Ill. *Hollywood 28, Calif.*

WLW

THE NATION'S MOST [illegible] STATION

Crosley Broadcasting Corporation